

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. XCVIII

NEW YORK, JANUARY 11, 1917

No. 2



They Started Things All Over

LESS than a year ago, the now nationally known Chicago Steel Fence Posts were selling under another name and trade-mark.

When the Chicago Steel Fence Post Company and Advertising Headquarters joined forces, the first thing we did was to suggest a complete change of the name and trade-mark—literally starting the client anew.

The new trade-mark—created at Headquarters—linked with the *first* large advertising campaign ever launched on steel fence posts, soon proved the wisdom of the radical change.

As Advertising Counsel we regard it our first business to get right down to the bed-rock of a client's merchandising as well as advertising problems.

We're glad to be able to serve so successfully this farsighted and co-operative client.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

Move Your Goods

All merchandise sells readily on a rising market—it is when the higher prices reach the consumer that the sales slow down.

So far the consumer has paid only a slight advance in price on *manufactured products*.

Dealers generally have sold the goods on hand at cost plus their regular percentage of profit.

But stocks bought at normal or nearly normal figures are now exhausted. Next spring, and even more next fall, the higher prices will be "up to the consumer" in real earnest.

Then is when the advertising manufacturer for whose goods there is a steady *call* will have the big advantage over his less long-headed competitor.

* * *

Let us show you how little it costs to start a real effective intensive campaign through the *Standard Farm Papers*.

These papers are selective. Therefore they cover a given field thoroughly. Yet the field being restricted the advertiser is able to run a real campaign without the cost running into prohibitive figures.

To spread a limited appropriation over the entire

country is to invite failure; to concentrate it in *Standard Farm Papers* enables you to hit hard enough to insure the maximum chance of success.

May we talk it over with you?



THE STANDARD FARM PAPERS

ARE

Hoard's Dairyman

Established 1870

Wallaces' Farmer

Established 1895

Progressive Farmer

Established 1886

Birmingham, Raleigh

Memphis, Dallas

The Wisconsin Agriculturist

Established 1877

The Indiana Farmer

Established 1845

Pacific Rural Press

Established 1870

The Farmer, St. Paul

Established 1882

The Ohio Farmer

Established 1848

The Michigan Farmer

Established 1843

Prairie Farmer, Chicago

Established 1841

Pennsylvania Farmer

Established 1880

The Breeder's Gazette

Established 1881

WALLACE C. RICHARDSON, Inc.

Eastern Representatives

381 Fourth Ave., New York City

GEORGE W. HERBERT, Inc.

Western Representatives

Conway Building

Chicago

All Standard Farm Papers are members of A. B. C.

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Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893

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How Larkin Co. Trains Its Sales Correspondents

Errors of Letter-Writers and Their Queries for Information on How to Proceed Are Listed in Bulletins, Together With Answers from the Chief Correspondent

IN the offices of Larkin Company, of Buffalo, N. Y., is a small army of sales correspondents. Each correspondent is supposed to know how to dictate a direct business letter, giving the inquirer the information desired, and, in addition, expressing the desire to be helpful, characteristic of the sales policy of Larkin's.

In spite of intensive training slips occur. A tired correspondent will dictate a letter, perhaps too abrupt in tone; or phrased not as well as ought to be; or lacking in diplomacy.

These slips are watched for with eagle eyes, and duly find their way to the desk of Charles R. Wiers, the chief sales correspondent. No doubt the correspondent hears directly about the fault, but the important use to which these errors are put is as material for Larkin's "Correspondence Bulletin." These bulletins are mimeographed, and the various "slips" discovered and various queries asked of the chief correspondent are recorded. No names are mentioned, but the inattentive correspondent sees the point.

COMMENT THAT CORRESPONDENTS WILL REMEMBER

In "Bulletin Number 162," a type of the series, one can fairly see the wheels go round in this vital part of Larkin's plant. Below are given some of the errors and queries, and the chief correspondent's comment or answer. The error or query is printed in

italics and the comment or answer in roman. The abbreviations will readily be recognized:

"If you are still unable to locate them, please write us and we will make a further investigation."

"Further investigation" doesn't mean anything to a cust. A cust. who has waited some time for some article for which he has paid his good money, wants to know just what is going to happen after he has carried out our instructions. If you are going to send another shipment in place of a delayed one or if you intend to issue a second lot of coupons in place of some that haven't been delivered, say so, straight from the shoulder. Definite statements are always better than generalities.

"If you haven't a copy of our latest catalog we will send you one."

Whenever you feel that a cust. hasn't a catalog, send him one right away. Our catalog is our only salesman. Your job is to circulate it judiciously and without too much trouble to the other person.

"Your complaint with regard to Coat is indeed an unusual one and the first we have ever recorded and the first we have on record of receiving with regard to this premium."

Ordinarily such advice is manufactured out of whole cloth and is construed as so much bunk by the cust. The best way to adjust a complaint is to adjust it. Recitations concerning the past history

of an article are not of much account when an actual shortage or damage is at issue.

"We are sorry that you have not received the catalogs and a number are being sent by parcel post."

Your job in such a case is to tell how many catalogs have been sent. No letter is complete unless it is definite.

"When it is received you will be reimbursed for the postage you were obliged to pay in returning it."

When it is received you will be reimbursed for the postage. It's possible to dictate so hurriedly and perhaps so thoughtlessly that when we are all through we have nothing to show for our efforts but a bunch of meaningless words.

"Our records show, Mr. Hann, that the Coat 8580 was mailed to you from our Buffalo office on Oct. 27th."

The Coat 8580 was mailed to you from Buffalo on Oct. 27th. You cannot give a customer any kind of information except that shown by our records. Cut out references to "our records" and return direct answers to direct questions.

"We believe you do us quite an injustice, Mr. Weber."

Never mind about finding fault with the hasty remarks of a customer. Adjust his trouble quickly in the best and biggest way possible, and let him see in our adjustment a reflection of the fact that we devote our whole time to the worth-while job of doing nice things for other people.

"We ask this in order to establish your credit with us for the future."

We ask this in order to get acquainted with you and also to put things on a good working basis in case you desire to deal with us later.

One customer recently asked for a Grocery Catalog, another for samples of suits and overcoats and still another if we had a stock of Chiffonier 90100.

All three of these inquiries were in the midst of other matter in three letters and for that reason

more than any other they were overlooked. However, we cannot excuse ourselves for negligence of any kind simply because our customers do not put their inquiries where anyone can see them, whether he uses one eye or both. Comparatively few customers will ever write the way we would like to have them, and comparatively few will ever worry about the logic of their arguments or the location of their requests. So, let's take people as we find them and keep our eyes wide open all the time for the appearance of important things in unusual places.

"We must also inform you that Rug 2502 has been discontinued."

Rug 2502 has been discontinued. There isn't anything quite so refreshing in a business letter as a direct statement of the facts, provided our directness is always conspicuous for its courtesy.

"We will ask you to forward the amount you are short by return mail as we would like to make prompt arrangements for shipment of your goods."

Please send the amount you are short by return mail and we will ship your goods promptly.

MORE DETAILED ADVICE ON IMPORTANT CASE

One of our secretaries in St. Louis ordered a Music Cabinet for one of her club members. It arrived at the freight station and the customer didn't have enough money to pay the freight. It was left there and finally the railroad company sold it for freight and storage charges which had accumulated. The club member then quit the club as she had no premium and would make no further payments. What part should we take in this case?

The chances are ten to one that we didn't get busy in the right way at the right time. It might have been good business in this case to have sent customer enough money to pay the freight, and put it up to her to reimburse us when she was in better shape. Assuming for the sake of argument that we did fall down, we should now

Can You Beat It?

\$91,339.77 was received in November, 1916, for **67,781 Annual Subscriptions** to the **CHRISTIAN HERALD**.

"In these days when the hairsplitters are discussing the question and meaning of what magazine publishers are really getting in net from their subscribers and the impression is created that they usually lose money on subscription canvassing, THE CHRISTIAN HERALD'S statement that its receipts from 67,781 annual subscribers were \$91,339.77 in one single month, or *at the rate of \$1.34 for each individual subscriber*, is certainly impressive and suggestive of the enormous value of your circulation as a great and profitable market for advertisers."

O. GUENTHER, Sr.

THE CHRISTIAN HERALD

Member Audit Bureau of Circulations

BIBLE HOUSE, NEW YORK

get all the facts from the secretary. After that the papers should be referred to some one in authority to determine whether or not we have any responsibility towards customer's loss. I can imagine a series of circumstances so favorable to the customer as to make it profitable for us to send a brand new cabinet, even though we have to lose the value of the original. We don't have many of these very unusual cases, but when they show up we must have vision enough to see that delay, or ignorance, or negligence or perhaps timidity on the part of a customer should not keep us from distinguishing ourselves in an hour of emergency. Other people get our measure according to the way we shine when everything is out of the ordinary.

A customer sent us a Neighborhood order accompanied by \$7.50 with one of her friend's club orders. If the \$7.50 Neighborhood order had been received alone, no reward would have been given. By sending it with the club order, a reward of \$1.50 in coupons was given as it was assumed by the Adjuster that this was part of the club secretary's order, the name on each order blank having been given the same on both orders. The reward coupons were, of course, sent to the secretary. The customer sending the Neighborhood order claims them for \$7.50. What is our position in this controversy?

The advice upon an order blank seldom, if ever, discloses any of the individual relations or agreements among the persons who may have an interest in the order. It, therefore, follows that if an order complies with our terms and is complete in every other particular we have no other choice but to fill it as quickly as we can and send such coupons, cash presents, etc., as may be due to the person who seems to be designated to receive such papers. The responsibility for the correct disposition of such papers devolves upon the person who receives them.

You will now see that we haven't any part in this contro-

versy, other than that of explaining why we handled the order as we did, and incidentally suggesting that so long as the secretary included the order with hers as an accommodation, and did not do any work in connection with it, we believe it would prove beneficial all around if she were to transfer the \$1.50 reward to her friend. However, we don't care to be dictatorial because we are sure that as two good friends they can easily adjust the whole matter to their mutual satisfaction.

SPECIFIC QUESTIONS SHOULD BE ANSWERED

"Have you any Plush Coats for children?"

The Cor. who answered this inquiry merely said that all of our children's coats were shown on page 52 of our latest catalog, a copy of which we were sending. All this advice was good in itself, but you will observe it was not a direct answer to customer's question, and as such it was incomplete and more or less discourteous.

A customer who is interested in Plush Coats deserves to know first of all if we have any such thing to offer. If so, we should tell him where in our catalog he can find our offers. We should also tell him just enough about our plush coats to create a desire on his part to own one. In addition, we should quote prices and try to inspire quick action on the dotted line. In case we haven't any plush coats we should so inform customer, and at the same time send a catalog and direct his attention to our other offers, with which he may not have been familiar when he sent his inquiry.

No answer to an inquiry can be termed complete unless it gives the customer the information he wants and is also actuated by a determination on the part of the writer to get the order.

On October 31st we wrote to a customer about his July account and closed it with this query: May we hear from you by Nov. 5th?

When we come to talk about a

Readers of
The American Woman
who own

Automobiles—

Of
500,000 subscribers

55,632 own Ford cars and
13,176 own Overlands.

The number who own
Buicks, Studebakers,
Saxons and twenty-five
other makes: all this data
as well, as many other
conclusive facts, are con-
tained in our latest book-
let just off the press.

*If you have not received your
copy together with new rate
card send for it at once.*

The American Woman
500,000 Guaranteed

Western Advertising Office

W. H. McCURDY, Mgr.

30 N. Dearborn St., Chicago, Ill.

Eastern Advertising Office

WM. F. HARING, Mgr.

Flatiron Building, New York

July transaction in November, we owe it both to the customer and ourselves to taboo pussy-footed tactics. Had we thought of that in this case our conclusion would have read something like this: We shall expect to hear from you with a remittance by Nov. 10th at the latest.

A customer didn't receive a \$2 coupon and we asked her to look among her papers and also make inquiries of the different members of her family plus the postmaster and all the other people by the same name in her town.

Who wants to make a census of a town or city when a \$2 coupon is missing? Some of our customers are as busy as we are and all of them have their responsibilities. One customer was in the other day and told us she had seven clubs and six children. Some combination. Think of her duties and her cares, which are typical of those facing many of our friends and you will see just why it is not always convenient for the other person to travel all over Christendom in order to satisfy some whim of ours. The moral of this illustration is to be reasonable. See to it that you do not ask a performance of some foolish stunt and that you do not subject anybody to unnecessary inconvenience.

"If, however, there is any part of this explanation with which you do not agree return our letter and point it out to us."

Such expressions indicate a lack of confidence in our own sayings. The thing for you to do when you start to dictate any letter is to have all of your facts well marshalled before you get under way. If after that you aim to make a clear and logical presentation of the case you will invariably produce something that the customer will understand and something in which you will have perfect confidence. In any event, do not form the habit of attaching anything to a letter which may have a tendency to destroy its force.

Mr. Wiers, in conclusion of this bulletin, makes these statements:

"Did you ever stop to think of the importance that directness plays in all walks of life? Have you ever noted in your observations of people how utterly lacking in directness the average man and woman is? At any rate, I do not know of anything that contributes so much to the value of a letter as directness. If a cust. asks us a question she wants an answer and she wants it quickly. No cust. cares to have us wander around Robin Hood's barn before giving him the information he needs and deserves.

"For example, let us suppose that somebody asks the price of \$10 worth of prods. without a prem. Our job is to give him that price in the fewest words possible in the early part of our ltr. Just as soon as we have answered a cust.'s question or supplied him with the information he has requested we have really answered his ltr. All that we may say in addition is of a secondary nature, and as such it requires a wise man to know where it should begin or end.

DIRECTNESS URGED—AND, ABOVE ALL, TRUTH

"Let us, therefore, practice directness. Let us help our custs. in the way they want to be helped without giving them a lot of senseless stuff suggested by nothing else but our stock in trade.

"The other day I handled a complt. from a Pa. cust. who termed one of our ltrs. a bluff because we told him that the delay in shipping his wife's dresser was due to a congestion on the railroads. Of course, we didn't mean to bluff this poor fellow, but, unfortunately, we told him something that wasn't so. His dresser was ordered from the mfrs. on 4/6 and was not shipped until 6/6 or several days after we wrote our so-called bluff ltr.

"The lesson to be learned from this is not to attribute every delay to a certain cause. Don't get the idea that although 99 delayed cases in Eastern territory have been caused by freight congestion that exactly the same cause will apply to the hundredth one.

NICHOLS-FINN
Dominant Idea
Advertising pro-
jects the *very soul* of a
business into the under-
standing and apprecia-
tion of the many.

The Nichols-Finn
Way differs from
mere surface ser-
vice as day from night.

Joseph C. Finn



NICHOLS-FINN
ADVERTISING COMPANY
222 SOUTH STATE STREET, CHICAGO.

"How much shall we spend for advertising?"

*First of a series of articles
on this often asked question*

By J. WALTER THOMPSON COMPANY

THREE men sat in a meeting asking themselves the 1917 answer to this question—"How much shall we spend for advertising?"

They "believed in advertising," and every year for many years had held a similar session and won a twelve months' answer—an answer based too often upon temporary elation or discouragement, upon some special plan backed by an eloquent salesman or upon a compromise between the forces of optimism and pessimism in that business.

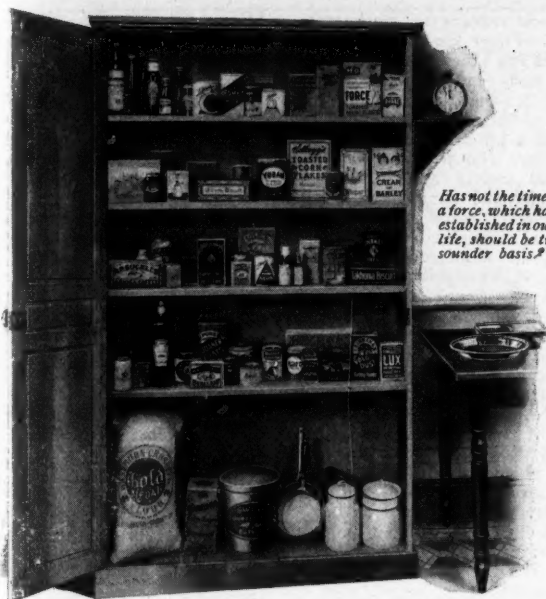
These men's methods typify a still too general practice.

In thousands of other concerns the same meetings are held, the same questions are asked and discussed, and the answer is made on the same unscientific basis.

Has not the time come when this perennially enacted scene in American business should end?

The illustration on the opposite page indicates the extent to which advertising has been established as a force in our economic life. Every one of these simple articles of our everyday life is advertised. What is shown here as representative of the American pantry could be duplicated for every article the American man or woman wears, for everything that goes into the construction of the house—from the heating system in the cellar to the shingles on the roof—for every activity of their daily lives, from amusements to the investing of the savings of their whole life's work.

Consumer advertising performs as definite a part as do manufacturing, selling and distributing. The cost of it is just as unavoidable as is the cost of material, labor or personal selling.



Has not the time come when a force, which has become so established in our everyday life, should be treated on a sounder basis?

And so there is a growing realization on the part of executives that whim and caprice no longer should govern the advertising appropriation; that advertising should have a fixed place in the business budget and should be as carefully adjusted to the needs of the business as are the appropriations which govern material, labor, overhead, selling, and dealer discounts.

It is no simple problem to determine what this advertising factor should be, and to adjust it nicely to the individual business in a way that will maintain sales in present markets and also provide for the development of new markets.

It can be done. This has been adequately demonstrated. Where it has been done, there, we venture to say, will be found the surest and soundest business growth.

In the practice of J. Walter Thompson Company the solution of this fundamental problem with the client is considered the very starting point of intelligent advertising. Our offices in New York, Boston, Chicago, Detroit or Cincinnati, will be glad to discuss the subject with you.

A second article on this subject will appear in an early issue of Printers' Ink.

"Stock reasons or stock statements of any kind may be aptly applied to the satisfaction of many custs., but if we get wedded to the idea that the same dose will apply to all comers we will soon kill off a lot of deserving people. The Cor. who writes a ltr. such as will satisfy and incidentally command the confidence of the other person is the one who treats identical complaints from Mr. Jones, in Montezuma, and Mr. Smith, in Kalamazoo, on an individual basis.

"A day or so ago I saw a ltr. where a cust. told us that she noticed a little white bug not bigger than an ant in a chair of hers. We wrote and asked her for the name of the insect and a description of its general appearance. Surely, I need not make any comment about an absurdity of this kind, except to remind you that our ltr. was just about as buggy as the one we recd. from the cust.

"Please be on the lookout to avoid the things that do not get you anywhere."

Rubberset Appoints Williams & Carroll Corporation

The Rubberset Company, Newark, N. J., has placed the Williams & Carroll Corporation, New York, in charge of its advertising. No immediate change is contemplated in the character of the advertising or the class of mediums to be used.

Frank W. Lovejoy With Curtis Publishing Co.

Frank W. Lovejoy, who has been advertising manager of the *Wisconsin Agriculturist* for a number of years, has become connected with the advertising department of the Curtis Publishing Company, with headquarters at New York.

Hill Publishing Company Buys Business Paper

The *Mining and Engineering World*, Chicago, has been purchased by the Hill Publishing Company, New York, and will be consolidated with the *Engineering and Mining Journal*, beginning with the January 13th issue.

Elected Director of Butterick

Charles D. Rafferty, formerly of the Carnegie Steel Company, of Pittsburgh, has been elected a director of the Butterick Publishing Company.

Wrongful Use of "Romeike" in Corporate Title

Henry Romeike, Inc., secured an injunction in the New York Supreme Court, January 3d, against Albert Romeike & Co., Inc., forbidding the latter concern from further use of its present corporate title. Both concerns are in the press-clipping business. In granting the injunction, Justice Cohalan said:

"After the death of Henry Romeike, in 1903, Albert Reube became president of the plaintiff company, and he was the executive head thereof until May, 1916, when he, with Albert Romeike and another, organized the defendant under the corporate name of Albert Romeike & Co., Inc. Albert Reube is now the ruling spirit of the defendant corporation. Albert Romeike owns one share of the defendant's stock, while Edna J. Seiss, another incorporator, owns thirty-eight shares, and it apparently bases its rights in equity to use Albert Romeike's name as its corporate name on the fact that he is a stockholder of the defendant company. There is sufficient evidence in the case to show that there has been confusion in the use of the respective names of the parties to the action, and that the defendant is not striving to build up a business distinct from that of the plaintiff under a distinctive name, but is seeking to identify itself as far as possible with the name 'Romeike.' In a word, it is appropriating the reputation and good will of the press-clipping business, which for many years has been identified with the plaintiff. It is undoubtedly that a person doing business under his own name has a natural right to the use of his family name. No person, however, named 'Romeike' is a defendant in this case. Albert Romeike is not a party to the suit. The defendant is a corporation, and a corporation has no natural right to adopt with impunity any name it chooses. In selecting a corporate name it must have regard (1) to the rights of those who are occupied in the business field in which it proposes to enter, and (2) it must adopt a name which will not cause it to be confused with its competitors."

Frothingham Joins Nordhem Co.

Robert Frothingham, for a number of years advertising director of the Butterick Publishing Company, and more recently vice-president of the A. M. Briggs Company, has acquired an interest in the Ivan B. Nordhem Company, of which he has been elected vice-president. He will make his headquarters in the New York office of the company.

Seaman Agency Distributes Ten Thousand Dollars

Frank Seaman, Inc., New York, distributed \$10,000 among 165 employees recently in connection with a "housewarming" to celebrate the company's removal to offices in the Printing Crafts Building.



*Most advertisers
who specify*

Buckeye Covers

*are attracted by
the quality; but
there are many
who find the price
attractive, too.*

Catalogues,
Booklets, An-
nouncements,
Folders, Broad-
sides, Envelope
Stuffers, Mailing
Envelopes—they
cost less, look
better and pay
better, as a rule,
when *Buckeye
Covers* are used.

The nearest
Buckeye Cover
dealer will show
you "proofs" if
you ask him.

We still have a limited num-
ber of copies of the "Prin-
ciples and Practice of Direct
Advertising" on hand and
will be glad to send you
a copy on request if you
have not yet received one.

THE BECKETT PAPER CO.

MAKERS OF GOOD PAPER
in Hamilton, Ohio, Since 1848

Dealers in Principal Cities of United States, Canada
and England. Your Printer Knows the Nearest.

Member Paper Makers Advertising Club

Wearing Apparel in The Pe

Bedell

Bellas Hess

Black Cat Hosiery

Boston Garters

Boston Store

Burson Fashioned Hose

Cat's Paw Rubber Heels

Chalmers "Porosknit" Underwear

Chicago Mail Order Co.

Cumfy-Cut Underwear

Corticelli Silk

Dalsimer Shoes

Dr. Scott's Corsets

Durham Hosiery

Fitzcharles Co. Dress Goods

Goodrich Straight-Line Rubbers

Hamilton Garments

Holeproof Hosiery

Kabo Corsets

Madam Grace Corsets

Martha Lane Adams

Mandel Brothers

Montgomery Ward Garments

the People's Home Journal

Mayo Underwear

Mutual Fabric

Newcomb-Endicott

Naiad Dress Shields

Neolin Soles

"Niagara Maid" Silk Gloves

Omo Dress Shields

Philipsborn Outer Garments

President Suspenders

Richardson's Silk

Riley-Schubert Grossman

Silk Association Silk Sewed Seams

Skinner's Satin

U. S. Rubber Footwear

Vellastic Underwear

World's Star Hosiery and Underwear

"What to Wear" will always be a vital issue with "people who care." The easiest, quickest, and the most economical way to discuss this subject with our people is through the columns of *their home journal*.

THE PEOPLE'S HOME JOURNAL

Established 1885

80 Lafayette Street, New York



“How Farm Journals Help Salesmen”

This is the title of a little booklet that sales and advertising managers are sending to their salesforces to make sure the dealer is given the full force of whatever farm paper advertising is being done.

There is nothing fancy about this booklet—and the “f” and the “j” are lower case throughout! The text is made up of excerpts from face-to-face talks to salesmen—so you can be sure that the material is practical and straight from the shoulder, for salesmen simply won’t listen to theoretical nothings, no matter how epigrammatic they may sound.

Copies of this booklet, on the last page of which are exactly 71 words boosting The Farm Journal, are free to those who wish to help their salesmen, and will say so to us.

The Farm Journal

Washington Square, Philadelphia

Pointers from Building Industry on Overcoming Dull Season

What Determined Efforts Have Accomplished in Overcoming Old Superstitions

By Chas. C. Casey

MOST dull seasons are a state of mind. In saying this I'm not trying to deliver myself of a psychological epigram, but to report an interesting fact. I'll cite cases:

The building industry reached a volume of \$900,000,000 in 1916, which is *some industry*. If there had not been a mighty important change as regards the winter dull season in the building industry it would be a practical impossibility for the building public of the United States to invest that much money in one year. But now they can erect buildings in winter time practically as well as in summer time—and *do it*.

When the first cold snap froze up the concrete on the Ryerson Building in Chicago shortly after the great Chicago fire, the contractors threw up their hands and abandoned the job until spring. Not a single tap of work was done on the building for several months, until the warm spring sunshine drove away all thought of frost, but that was a long, long time ago in the building industry, and a contractor who acted like that now would be laughed out of the business.

Equally large buildings actually are being *started* now in winter time and almost no large contractor would think of abandoning a big building job because of winter or any other kind of dull season.

The result is that a large part of the \$900,000,000 is going into winter construction work and more and more of the manufacturing businesses connected with the building industry are holding most of their manufacturing organizations straight through the winter.

In overcoming the winter dull season the merchandising men

have had to overcome conditions which the early industry itself had a large part in creating. Contractors were afraid to lay concrete in winter time. They thought concrete frozen during construction would crumble and cause the building to tumble under its own weight. Brick, they also thought, could not be laid in any weather that would freeze the mortar, and even steel was seldom erected in freezing weather because steel expands and contracts with the changes of temperature.

The reputation of a contractor depends upon a building standing after he gets through with it, and even the big fellows resigned themselves to disbanding their organizations and disorganizing their equipment rather than take a chance on erecting a building in cold weather.

For that reason the industry has had to overcome not only the handicap of winter construction—which was comparatively easy—but it has had to overcome this deep-rooted belief that buildings erected in winter time were not as good buildings.

The public had been argued into an apathetic state of mind by the industry itself, and had ceased to want to spend money for building in the winter time. The result was a seasonal business for the architect and the contractor, the building-supplies dealers and building-material-supplies manufacturers.

THE "FENESTRA" EXPERIENCE

An illustration of how unnecessary this all was is contained in the experience of the Detroit Steel Products Company last winter. The company had always had to slow up early in the fall and run short help almost to the

point of closing down during all the winter months. Last winter it was decided to try an experiment.

An advertising campaign was planned to sell Fenestra steel sash in winter time. It was reasoned that since the company was selling a lot of steel sash right through the winter and was finding it necessary to hold part of its factory organization, there really was a market for steel sash in winter time. It was only necessary to sell this market, instead of letting it *buy*, to keep the factory going right straight through the winter.

Letting the organization go and building it up new in the spring was very bad business, if it could be prevented.

The campaign started with a circular letter to architects and contractors, asking them what they thought of the plan to encourage the purchase of building supplies in the winter time. The letter was worded as if it was the sole idea to ask the architects what they thought of it. As a matter of fact, it was, however, the first big gun in the planned campaign.

This and the efforts of the company's salesmen and the magazine advertising, did all that the company's merchandising men had hoped for the plan—and a lot more.

By the first of January it was necessary to cancel the advertising because the factory not only had retained all of its working force, but had had to hire additional men—right in the duller part of its dull season. December was the biggest month the company had ever had, though it ordinarily was a baby month.

Going back to the incident of the Ryerson Building and the rebuilding activities after the Chicago fire, a lesson was taught which ought to have solved forever the problem of the possibilities of winter building.

On this building, which was abandoned when a sudden cold snap froze the concrete, it was deemed wise to take out all the

concrete work which had been frozen. But in carrying out this work two footings were left because of a change in the plans, and these were not removed until the building was nearly completed. And at that time, according to the architect who designed the job, it was necessary to drill and blast these footings, for the concrete was better even than the new work.

In the Field & Leiter Building, also, brick was laid when the weather was so cold that it was necessary for the bricklayers to work in pairs with a coke fire between them to heat the tools and keep the mortar from freezing. Every brick was frozen fast as soon as laid.

Years later, when it was desired to alter the windows and make them higher with square heads, it was necessary to cut out the bricks with a cold chisel. The frozen mortar apparently had made them more solid than they otherwise would have been.

Experiences like these have given confidence to the big contractors, and most of those contractors who are equipped to handle big work at all, now are equipped to handle it rain or shine, hot or cold, weather or no weather.

The Aberthaw Construction Company, Boston, is making a merchandising feature of the fact that it can put up buildings in winter time. In fact, it does put up one or more good-sized buildings every winter, or at least, it does not slow up because of winter. It has found many big customers who are willing to pay extra if necessary to insure certain and early delivery of big buildings at the beginning of the year, when it is easiest to rent.

FEATURES COLD-WEATHER BUILDING

The Austin Company, in Cleveland, which has built a big business in standard factory buildings, also makes a feature of the fact that it can erect buildings regardless of the weather. A circular is being sent out this winter making a feature of the erect-

ENGINEERING AND MINING JOURNAL MINING AND ENGINEERING WORLD CONSOLIDATED

The two leading publications in the metal mining field have joined forces for the mutual benefit of the engineers and manufacturers serving the metal mining and refining industry—

The "Journal" has been published continuously for fifty years and is the acknowledged leader in the field—

The "World" has been published for many years in Chicago and is well known in this great field.

With the issue of January thirteenth these two publications will be consolidated and will be known by the older title

Engineering and Mining Journal

The combined circulation of the two papers is now available in one publication to all manufacturers who wish to thoroughly cover the metal mining and refining field. The Engineering and Mining Journal offers you a medium and service that is complete, adequate, international, a paper read and depended upon by the responsible, worthwhile men at the metal mines, mills and smelters wherever such operations are conducted.

In no other way can this field be as effectively reached.

By this consolidation any question that may have existed as to the proper distribution of advertising in this field is entirely removed, one paper now adequately serving the entire industry.

ENGINEERING AND MINING JOURNAL

The World's Leading Metal Mining Paper

Hill Building

New York City

tion of the big hardware factory of Hubbard & Company, in Pittsburgh, which it began on the second of March and completed on the twenty-ninth of April; occupying, in fact, the first 140-foot section on the first of April. The building was started on the second of March, not because of any delay or waiting for the weather to clear up, but because a fire on the twenty-eighth of February had destroyed the great plant.

The company itself made an advertising feature of the quickness with which it had replaced the building, saying among other things, "in spite of four blizzards and two sleet storms before the roof was on" the building was completed in seven weeks.

Several of the big automobile factories—and this undoubtedly applies in other industries as well—are right now putting up big additions, and the hurry and speed which they are putting into the work is not born of a fear that the weather will stop the work, but only because the buildings are needed quickly.

This point, that the buildings are needed quickly, probably had a big part in spurring the big merchandising men of the industry into activity along the line of winter building.

The big builder, or the heads of the great factories, are nearly all resourceful men, and becoming more and more resourceful with every lesson-teaching experience in modern merchandising. So they are not willing to fold their hands and wait for the spring sunshine when there is a present need for more factory space. That type of man never waits unless there is a mighty big and a mighty real reason for not building now.

And this, of course, means more than the mere erection of a building from the contractor's point of view. It means to the merchandising man in the building-material manufacturing organizations, and in the local dealer organization, that cement, brick, sand, building paper, glass, plaster, paints, builders' hard-

ware, and all of the other long list of building materials and supplies, and as many more in furnishings, will be needed in winter time.

During the last couple of years many leading papers in the many branches of the building industry have been pointing out editorially and in articles, some in series of articles, the importance of winter building, and there is not much doubt that this winter will be the biggest the building industry has ever known. Perhaps it is still a dull season compared to the summer seasons of the past few years, but it is not far back to a summer which was not as big a *rush* season as this *dull* season will be in point of production and sales.

In some businesses the warehouse and the bank solve the problem, by keeping the factory running during the dull season and storing the product. But big business is outgrowing this expedient.

Nearly every industry now has businesses that have outgrown the vest-pocket edition; giant businesses whose factories have an output beyond practical storage facilities, and the dull season is going the route of all other hard problems.

Advertising, of course, is having no small part in this movement for the adjustment of seasons, as in the case of Corn Flakes. Advertising shortened the time between the factory and the breakfast table, and all but eliminated the dull season.

In the case of B.V.D.'s, these advertisements made men familiar with the goods in such a way that the goods stuck and continued to be used, and while summer is still the rush season, enough has been accomplished in this radical example to show what can be done.

In the case of window sash and other building products, it created, and is creating, a new condition which is "reversing the gears" on the apathetic or traditional state of mind in the building industry, just as it has done and is doing in the automobile industry.

A Story of Confidence Told in Figures



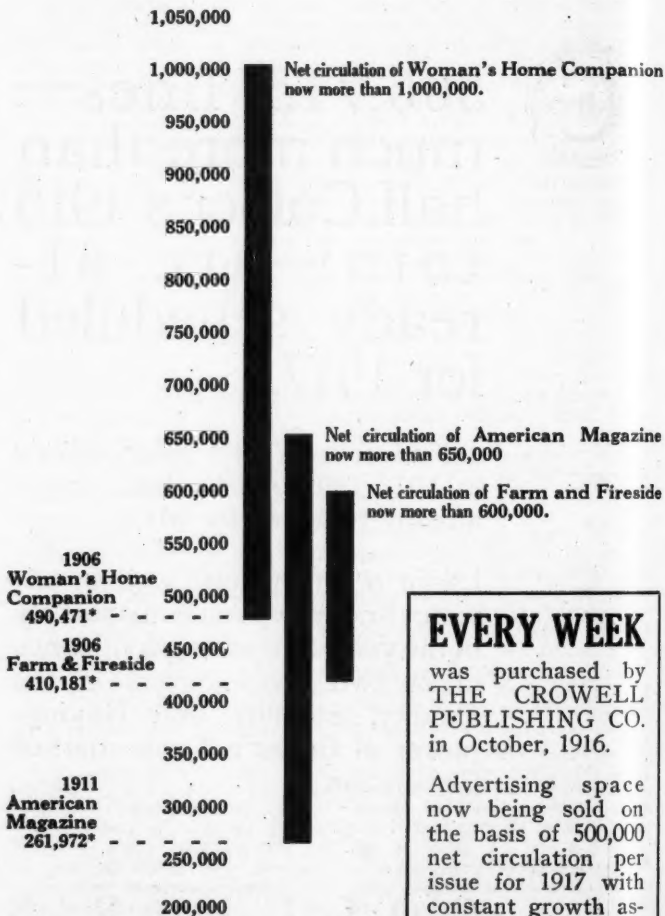
506,715 lines—
much more than
half Collier's 1916
total—are al-
ready scheduled
for 1917.

267 advertisers who used Collier's
in 1916 (39% of the total) have
already renewed for 1917.

Large orders placed well in ad-
vance and heavy renewals so early
in the year show strong confidence
of shrewd space-buyers in the
Quality, Stability and Buying-
power of Collier's Trade-marked
Circulation.

COLLIER'S
THE NATIONAL WEEKLY
NEW YORK CHICAGO BOSTON PHILADELPHIA

The Consistent Growth of Other Crowell Publications Is a Guarantee of the Future of Every Week



EVERY WEEK

was purchased by
THE CROWELL
PUBLISHING CO.
in October, 1916.

Advertising space
now being sold on
the basis of 500,000
net circulation per
issue for 1917 with
constant growth as-
sured.

*Net circulation when purchased by The Crowell Publishing Company

Every Advertising Dollar Invested in Crowell Managed Magazines Has Bought a Rising Circulation

Here are specific figures of consistent circulation growth under Crowell management from time of purchase:

Woman's Home Companion	from 490,471 to more than 1,000,000
American Magazine - -	from 261,972 to more than 650,000
Farm and Fireside - -	from 410,181 to more than 600,000

A combined average increase of more than 100%.

And now comes Every Week—with indications of a future growth even more rapid; and already possessing a spontaneously won circulation greater than *any other weekly ever attained* in the same period of time.

Every Week benefits by the advantages of the Crowell Subscription Organization, trained to *select* as well as to solicit subscribers in localities where the character and circumstances of the residents assures advertisers a *worth while* clientele.

And—even more important—Every Week gains the imprint and impetus of the Crowell organization—wherein is held the conviction that success is rooted in *service*; that the publication which helps its readers to build healthier, more prosperous, more independent, happier lives, will, in turn, be assured by those readers of loyalty and steady support.

The Crowell Publishing Company offers advertisers an opportunity to share the growth of Every Week into preeminence in the weekly field—with a constant excess of circulation.

Every Week

Member of Audit Bureau of Circulations.

CROWELL PUBLISHING COMPANY

381 Fourth Avenue

New York City

1916

1,104,100 more lines of advertising carried by The New York Tribune in 1916 over 1915 represents the largest percentage of gain and the third largest volume of lineage gained of all New York City newspapers. The New York Tribune carried 2,523,878 lines in 1914, 3,320,453 lines in 1915 and 4,424,553 lines in 1916.

Well over a million more
lines of advertising carried
in 1916 than in 1915. Yes,
truth in advertising DOES
pay both buyer and seller!
New York Tribune



Advertising When Competition Is Shut Off


How O. B. Carson, of the American Optical Company, Took Advantage of an Opportunity

THERE is no better time to strengthen one's position in the trade than when competition is temporarily shut off. That is obvious enough, surely, yet almost any advertising agency can name concerns which see in such a condition only the opportunity to rest on their oars and slacken their efforts at trade promotion. Just as some concerns cut down their advertising when the factory is oversold, because there is no immediate necessity for more business, so, many concerns fail to see in the slackening of competition their best opportunity to strengthen their own standing in the trade. Conditions arising from the war have tested many a business man's faith in advertising and his understanding of the true functions of advertising. It takes a pretty far-sighted grasp of business principles to employ advertising when it does not seem to be immediately necessary, and many an American concern has been placed in that position during the past two years.

Just before the war began, for example, the American Optical Company, of Southbridge, Mass., secured the exclusive rights for this country to manufacture lenses from a new glass

discovered by Sir William Crookes, the eminent British scientist of X-ray fame. Although controlling the supply of genuine Sir William Crookes glass, made in England, it was to be expected that as soon as an appreciable demand had been developed, imitations of the glass would be forthcoming from Germany and France. This proved to be exactly what did happen. But then came the war, and importation of the substitutes altogether ceased. The consumption of the original glass went ahead in quite satisfactory volume, and there was no pressing necessity for any special efforts at promotion. But the company did not rest content with only a "normal" sale of its specialty, and therein lies the greatest significance of the story.

Lenses for spectacles and eyeglasses are sold to retailers through jobbing houses. These reach the dealer in various stages of completion, depending upon the dealer's mechanical facilities for finishing and assembling. The dealer does the various finishing operations, such as cutting, edging, drilling, and setting into frames and mountings as required by the special prescription needs



What Science has done for your eyes

People who never knew comfortable eyesight have found great relief with lenses of Sir William Crookes Glass.

Knowing some of its wonderful scientific properties it is not difficult to understand why.

The worst enemies of the human sight are the invisible ultra-violet and infra-red rays which irritate and burn, and because they are not visible have no useful function.

Sir William Crookes, the venerable and justly famous British scientist, worked six years on the problem.

He succeeded in producing over three hundred kinds of glass in the course of his experiments for the Royal Society.

Sir William Crookes Glass

The most successful glass was adopted for spectacle and eyeglass lenses and its usefulness is in every way equal to the expectations of science.

No matter what sort of lenses you wear, your prescription can be ground in Sir William Crookes glass.

Sir William Crookes' Lenses have hardly any perceptible color. Any one who wears glasses at all owes it to his eyesight to wear lenses made of this remarkable glass.

Consult your own Oculist, Optometrist or Optician.

Ask him for the Crookes Glass Bulletin. It will tell you exactly important truths about your eyes.

Waltham (A) Optical Goods

APR 11, 1917

American Optical Company
Southbridge, Mass.

of the individual wearer. In no sense are glasses or parts of glasses of the better types *package goods*, as individual facial characteristics and visual deficiencies are rarely, if ever, alike. So the impossibility of trade-mark or package identification by ordinary methods made a straight campaign of general publicity out of the question.

A "try-out" campaign was planned comprising eight 155-line double column and four 84-line double column newspaper ads to be run twice a week in fifteen New England cities (not including Boston). These ads described the ophthalmic properties of Sir William Crookes glass, told the public that any prescription might be ground in it, and suggested that the reader consult "his own oculist, optometrist and optician." A booklet that the dealer would furnish on request was also featured.

METHOD OF ENLISTING DEALERS' AID

It was believed that the entire success of this experiment in promoting an untrade-marked, or at least unidentified specialty, whose appearance could not even be properly described in an advertisement, would rest *entirely* upon the co-operation of the dealer. As the experiment was restricted in territory, neither the company's dealer house-organ nor trade-paper advertisements could be used in connection with the experimental campaign. A broadside was prepared showing full-sized reproductions of all the ads, suggested dealer ads and circular letters. This also told the story of the campaign, suggesting what the dealer could do to co-operate, and on it was imprinted the name of the paper or papers of his city in which the ads would be run. In some of the cities a lecturer from the company's laboratories gave a technical talk on Sir William Crookes glass where this could be arranged with societies of oculists or optometrists. This was a big help in convincing the professional men of the desirability of prescribing the glass.

The advertising was not started simultaneously in all fifteen cities,

but progressively week by week, thus giving the single "missionary" assigned to "selling" the plan to dealers opportunity to work a week or ten days ahead of the campaign in each city. The company's representative called first upon the business or advertising manager of the newspapers in which the advertising was scheduled. He explained the work he was going to do in that city and asked the newspapers to co-operate by soliciting dealers' advertising to be run simultaneously. A set of small dealers' electrotypes was furnished to each paper in readiness for use by dealers for this purpose. The newspapers were not asked to sell goods or even to talk about them. Nor were they even requested to solicit window displays. In some cases they sent their own representative with the company's representative; in others they worked independently—in several cases they did nothing to help, and in such cases what dealer advertising was run was due to the efforts of the dealers themselves and the work done by the company.

Where efficient co-operation was given, the results generally showed remarkably well, the *Providence Bulletin*, for example, carrying almost four columns of dealer advertising twice a week throughout the six weeks. In this particular instance the dealers invest \$606.60 to co-operate, as against a company investment of \$346.72, making a total of almost \$1,000 worth of newspaper advertising on this line of goods in Providence.

It was roughly estimated that with an investment in newspaper space in fifteen cities of less than \$2,500 there was secured dealer advertising valued at close to \$4,500.

Besides these features there were many special window displays made by dealers, although the plan did not include any window-trim material. Some of the newspapers in the smaller cities voluntarily printed write-ups about Sir William Crookes and his discoveries and experiments. One paper ran a seven-column display

heading (their own idea), "What Science Has Done for Your Eyes," in each issue in which the ads appeared. Jobbing houses covering New England co-operated through their own salesmen and by circular letters.

Letters have been received from dealers in many of the cities telling of splendid results received. One dealer in Providence, who was skeptical of the pulling power of advertising, determined not to push the sale of Sir William Crookes lenses except when asked for. He reported that during the six weeks he sold \$381 worth of these lenses to people who came in and asked for them. What might he have done if he had put real sales effort behind it? He believes in advertising now. Judge Arnold, publisher of the Albany *Knickerbocker Press*, bought two pairs of glasses after reading the first ad in his own paper.

O. B. Carson, manager of the company's sales development division, writes to PRINTERS' INK: "The increase in demand for Sir William Crookes lenses which has

developed is most astonishing. Only the failure of the raw material supply, due to European shipping restrictions and Government embargoes and the taxing of manufacturing facilities, prevented a continuation of the plan in other territories. The pause has given a most favorable opportunity to study the problem further and develop an even more perfect plan to include the entire line of the company's goods, not merely a single specialty."

Thus, the shutting off of competition, instead of leading the company to slacken its own efforts, gave it just the opportunity it needed to develop its plans.

Death of Vincent S. Cooke

Vincent S. Cooke, for the last two years connected with the H. K. McCann Company, advertising agency, New York, died January 2d, in his sixty-third year. Mr. Cooke, during the earlier years of his life, was a journalist. He was at one time city editor of the *Philadelphia Press*. In 1888 he joined the staff of the *New York World*, where he became one of its leading writers. During the Spanish-American War he was correspondent for the *New York Press*.

The George L. Dyer Company 42 Broadway New York



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

Should a Dealer Concentrate on One Line?

How the Buyers of One Big Store View the Question.

By an Executive of a Well-Known Store

SHOULD a dealer concentrate on one line in any particular article?

That all depends. It is not the purpose of this article to attempt to answer the question. The writer has simply sounded the buyers of that store as to their views on the subject and presents the result of his investigation with the hope that they may prove helpful to the readers of *PRINTERS' INK*.

It is clearly evident that buyers are divided into two camps and that there is more than one road to success.

Of course, the number of lines a dealer handles depends a lot on the demand that the maker has created. Were it left to the dealer, he would find it the best policy to have as few lines as possible because "turnover" is thus increased and stocks kept in fine condition.

And, where a maker has created a demand for a thing, it is the best of business on the part of the dealer to stock the article; and so, where even a limited demand for an article has been created, it is necessary for the dealer to carry it in stock in some fashion, so he will not be compelled to say, "We haven't got it."

Let us start with the talking-machine department. The former buyer did not believe in concentrating on one line. He gave as the main reason for this policy the fact that no single one of them was able to deliver the models on order, and that between them he was able to cope with demand. It was true at the time—and I believe it is equally true now, that dealers are having a lot of trouble getting their orders filled for the more popular models of talking-machines with any special degree of promptness.

This buyer gave as another rea-

son for not concentrating on one line that he would not lose any sales through not having one of the well-known makes. He was often heard to say "Give me Victor, Columbia and Edison, and I'll clean up the town."

TOO MANY LINES CONFUSE CUSTOMERS

This chap was fairly successful, but for certain reasons another buyer was engaged. The new man has a very successful record behind him—and has an entirely different idea of doing things. He has made good on the policy of concentrating on one line of talking-machines. Let's hear what he has to say:

"Few folks come in with their minds *made up* to buy any particular make of talking-machine. Now, I am not saying that they are not *thinking* of a particular one—certain it is that they have about made up their minds that it will be a Victor, Columbia, Edison or possibly one of the other makes that have advertised themselves into the graces of the public.

"Now if I had *all* these makes, I would not be best off. I would not have as easy a time in concentrating the prospective buyer's attention on a particular make as if I had but one make. In the latter case, I could talk my head off concerning its merits.

"Imagine this situation at the store of a dealer who has more than one make: A customer comes in for a talking-machine. 'Any particular make?' 'No,' is the reply. Presently the salesman has the prospect very much interested in a Columbia. He waxes warm and enthusiastic over the merits of this make and just about the time he thinks he has convinced Mrs. Mightbuyone that this is the machine she ought

Lord & Thomas Creeds

No. 29. Atmosphere

Around anything which typifies high attainment there accrues an air of prestige.

With a concern it sometimes grows until patronage seems a privilege.

With a man it multiplies the effectiveness of every utterance and action.

To a product it gives what we call atmosphere in advertising. And that's its chiefest asset.

But prestige is intangible and volatile.

It is easily marred. It departs over-night if one fails to live up to it.

A man by one act can tarnish a luster which years have been spent to create.

And so may an advertiser in respect to his product. Its whole atmosphere with thousands may be changed by a single ad.

One unworthy idea, made public, has razed many a slow-built structure.

Anything which indicates your own lack of respect forfeits the respect of your patrons.

Yet how often we see that done.

Some master salesman, by striking a high key, gives a product a rare prestige.

Then somebody else, over the same signature, destroys it by flippant treatment.

Scandal has more power than praise—by a hundred fold. Just so, one ad which shows a low conception may bedim a thousand luster-giving touches.

We must protect our atmosphere from clouds.

This is the twenty-ninth of a series of business creeds to be published in *Printers' Ink* by Lord & Thomas. If you desire the set in card form address Lord & Thomas, Chicago, New York or Los Angeles.

A Paper for Every Purpose

We are sometimes asked what kind of paper we specialize in. Our specialty is in furnishing the right paper for your requirements.

Our "Opacity" light-weight catalogue has become the standard paper for mail-order catalogues. It is now used by nearly all the larger concerns. Similarly Folding "Radium" Enamel has become the standard by which all other folding enamels are judged.

Your favorite magazine, your trade paper, even your daily newspaper are more than likely printed on paper made by one of the several big mills owned or controlled by Birmingham & Seaman.

There is a Birmingham & Seaman office near you. We offer a nationwide, not a local, service. You are assured of painstaking, personal attention when you place your paper requirements in our hands.

BERMINGHAM & SEAMAN COMPANY

Paper for Every Advertising Purpose

Chicago - New York

**St. Louis
Minneapolis**

**Buffalo
Detroit**

**Philadelphia
Milwaukee**

to have, she spies a Victor. 'Oh, let's see this one,' she says—and then the salesman has to counteract the enthusiasm he displayed when he talked Columbia.

"Things are even more complicated and embarrassing when a store handles Edisons in addition to other makes. The Edison is very particular to point out that it is not in a class with ordinary talking-machines at all. In fact, they say that it is not a talking-machine, but a musical instrument and that it re-creates music.

"They are even running advertisements knocking the well-known Victor pictures of Caruso and other stars *listening* to the records they have made for the Victor, with copy that shows Edison stars *singing* in unison with their own records, pointing out that one cannot tell the difference between the actual singing and the re-creating on the record.

"It is very easy to see that the dealer who handles such machines as the Victor and Columbia cannot run this kind of copy over his own signature, for he would be making a fool of himself. When an article is so distinctly in a class by itself as the Edison, it is obvious that when it is handled exclusively, the sales people can talk it 'full strength.' They do not have to weaken their argument by being careful that they do not knock the other machines. I understand that the exclusive Edison shops are very successful, and this is likely the reason. Just now we are concentrating on one line of talking-machines and it is working out very nicely."

Now take clothing. This store handles more than one well-known make. We have found the policy very successful. For example, one make is particularly strong on young men's styles. Another make is famous for its shape-retaining qualities. Still another we find is particularly strong in its appeal to conservative dressers.

We have been successful in featuring the fact that here one can find all the great makes under one

roof, a condition not general in many cities. Yet every time we run an advertisement of this character, one of our makers tells us that the sooner we realize that there is only one best make of clothing, the better it will be for us.

We are still of the opinion that we can serve our public best by having more than one make, because no one house can do everything "best." The concern that specializes on young men's clothing and has a designer who knows nothing else but designing young men's clothes has made the biggest kind of a hit—and this policy of specialization has worked out very well.

BELIEVES IN ONE LINE IN EACH GRADE

The corset buyer believes in concentrating on one line in each class of goods. Of course, it is impossible for a concern to handle one line of corsets exclusively, because there are so many different grades. I know of a maker of very fine corsets who always recommends to his dealers the stocking of another make at a lower price to go with his—and this latter make is made by another concern.

Our shoe man's experience with advertised lines of shoes has not been very satisfactory and he has been in some mighty big and important stores. He says the trouble is not so much with the shoes, but with the policies of the makers who try to dictate such things as price-standardization, how much stock must be purchased from them, etc.

He contends that a store should not be dictated to and that it is impossible to comply with the demands of some of the makers.

For example, there is a very well-known shoe nationally advertised that hasn't a single dealer in my city, while at one time or other three of the best stores in this town handled it. It was thrown out for one of the reasons mentioned above. Our shoe buyer takes the stand that clearance sales are often necessary these

days because of the rage of "novelty" footwear, to keep stocks in good condition, and some of the advertised lines do not allow prices cut except twice a year. The maker is pretty arbitrary as a rule in dictating the amount of stock to be purchased, which interferes greatly with the department's efficiency.

The hosiery man is a great believer in concentrating on one line in each class of goods. He says the advantages are manifold. It is easy to "size up" the standard lines, stocks are always in prime condition for that reason, and a strong following is built up because of the department's reputation for having every size in every style at all times.

ONE LINE HELPS ANOTHER IN COLLAR DEPARTMENT

The head of the department of men's collars does not believe in concentrating on one line, because no one collar company, as hard as it tries, can furnish every style of collar called for, all the time, on short notice, and as makers of collars copy each other's styles so closely, it is very convenient for the dealer, who is enabled to offer practically the same style in another make when he is out of the one asked for. At least one of the big collar concerns has stopped featuring a particular style, but rather is playing up the name of the *line*. This change in advertising policy has been a good thing for us, because now, instead of a run on one or two styles which used to be hard to get, we find the demand distributed more evenly over the entire line, with the result that we are able to serve our customers a lot better than heretofore. The collar companies are finding out that this business of featuring one style was bad for them and bad for the dealer.

This reminds me that one of the talking-machine companies has also mended its ways in the same particular. It used to feature a single record at a time, and the stock of that number was so limited that it could furnish

but a few to a dealer, causing us great embarrassment because we had to meet so many people with the same old "song and dance"—"Sorry, but we haven't it."

Manufacturers should be careful about featuring a single number unless they are certain that they can fill their orders and that this policy does not cause a lot of dead stock on the dealers' shelves.

Fifty Thousand Dollars to Ayer Employees

Fifty thousand dollars were distributed among the 300 employees of N. W. Ayer & Son at a dinner given by the firm on January 2d.

In addressing those present at the dinner, F. W. Ayer, head of the organization, said:

"We want climbers, men and women who are eager to accomplish things. They must show their ability in our organization; they must make good. They must help others to make good, because helping others to succeed is the only way in which one can succeed oneself."

"I am done climbing now. I'm devoting my energies to boosting—to helping others climb."

"We have finished an excellent year. We expect a better one. But we never can make the year good unless we first make the day good, and we can never make the day good to-morrow. Let us begin at once and strive day by day for the greatest success."

"There are grave responsibilities which we must all meet in our business. Thousands of dollars are placed in our hands to spend as we in our judgment see fit. To us is entrusted the responsibility of expressing a man's or a firm's message to the world."

Belber's Plans for 1917

The advertising of the Belber Trunk & Bag Company, Philadelphia, will appear this year in an enlarged list of magazines. Outdoor display will be taken care of by a number of bulletins near the leading railroad centers of the country. "The Belber Trunk and Travel Tidings" is the name of a new house-organ which will be sent to dealers.

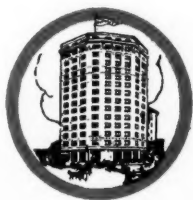
Charles Dorr With "Today's Housewife"

Charles Dorr, who has been representing the *Housewife* in New England for the past four or five years, and who at one time represented *Today's Magazine* in the same field, has been appointed New England manager for *Today's Housewife* with headquarters in Boston.



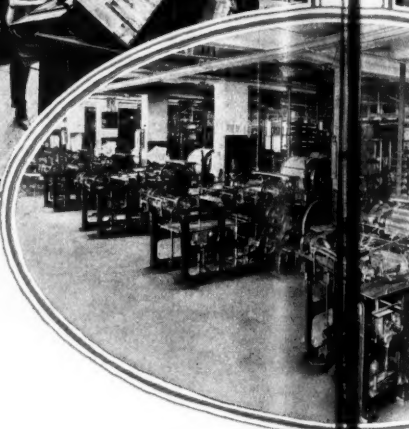
PAPER-VAULT AT BUTTERICK BUILDING

Butterick Printing





A VIEW OF THE COMPOSING-ROOM
IN THE BUTTERICK BUILDING—
THE LARGEST OF ANY PRIVATE
PLANT IN AMERICA. TYPE IS SET
HERE FOR MAGAZINES IN ENGLISH,
FRENCH, GERMAN AND SPANISH



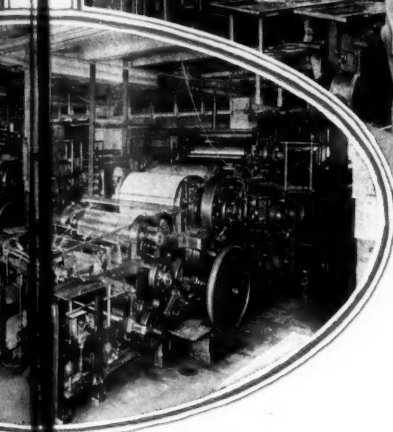
A BATTERY OF WEB PRESSES IN THE BUTTERICK BUILDING

TO MAINTAIN the highest standard of quality in printing twenty-seven periodicals, with a yearly circulation of over a hundred and a quarter million, is the impressive problem solved in the Butterick Building.

This requires not only the best type of skilled labor, working under efficient management, but physical equipment unique in quality and capacity.



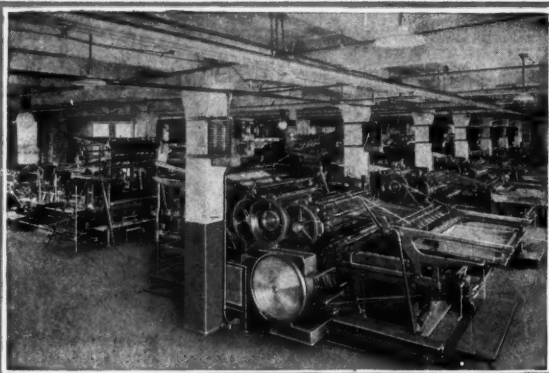
THE ELECTROTYPE FOUNDRY OF
THE BUTTERICK BUILDING—THE
LARGEST OF ITS KIND IN AMERICA



PRESS IN THE BUTTERICK BUILDING

If the Butterick magazines were printed on one press, running eight hours a day, it would take five years to print a single edition. The paper used each year by Butterick reaches the staggering total of 3,922,000,000 square feet.

To take care of this enormous output requires four floors of great presses, and the largest private composing-room and electrotype foundry in the



SOME OF THE COLOR PRESSES IN THE BUTTERICK BUILDING
WHERE THERE ARE MORE TWO-COLOR PRESSES THAN
IN ANY OTHER PLANT IN THE COUNTRY

country. We also do printing in our Chicago and Toronto plants.

It is more than a coincidence that Butterick is famous for the quality of its color printing, as it has the largest number of two-color presses of any plant in the country.

The organization necessary to keep this great printing-plant running at maximum efficiency—some of the presses work by night as well as by day—will be of interest to all business men. Visitors to the Butterick Building are always welcome.

Butterick

THE Delineator

THE DESIGNER

THE WOMAN'S MAGAZINE

Putting the Punch in Punchless Copy Masterpieces

A Writer of Advertising Revises Several Famous Pieces of Writing to Accord With the Ideas of Those Who Gather in Conference to Judge Copy

By S. E. Kiser

THIS article is going to "lack punch." It will unfold itself deliberately, without making any effort to startle the reader or cause him to tremble with anticipation. You who are perusing these lines will not be admonished in the closing paragraph to "ask your dealer or write us immediately, enclosing thirty-four cents in stamps for trial package." You will not be assured that this is the most forceful article ever written or ever to be written on the subject of "punch," and I give you my word that I don't care in the least whether you are too busy to read "long copy" or not.

"It lacks punch!" Where is the copy-writer who has not heard those fateful words? Who among modern playwrights has not felt his heart sink as the awful sentence fell from the lips of the producer or critic to whom the precious masterpiece was submitted for judgment? "It lacks punch" has become "*Mene, Mene, Tekel, Upharsin*" to the modern writer, causing the joints of his loins to be loosed and his knees to smite one against another.

What does it mean, this conclusion, uttered *ex cathedra* by whoever happens to be authorized, temporarily or otherwise, to pass upon copy? I appoint myself a Daniel, so that you shall not lack an interpreter. Very well, then, let us proceed with the first lesson:

"There is a photographer in your town."

Submit that statement to any advertiser who does not happen to be aware of its significance and he will tell you that "it lacks punch."

But wait! Perhaps it is possible to remedy the fault. It is assumed that the information to be imparted is contained in the

simple sentence, "There is a photographer in your town." Our problem is to present the statement in such a way as to convince the critic that he cannot conscientiously say, "It lacks punch."

In pursuance of this high purpose, let us rewrite the copy. Let us "slam" punch into it. The formula is simple; but we must keep it a secret. We must not permit the advertiser to see how easily we perform the miracle, lest he become doubtful of the necessity of paying the high price we ask for our service. If we suffer him to witness our facility he may decide that his copy-writing is a matter which properly should be assigned to the office-boy.

We, therefore, retire to seclusion, and, after the lapse of what may be considered sufficient time, emerge in an exhausted condition (apparently) to submit this terrific presentation of the fact that "There is a photographer in your town":

KNOW THE TRUTH!

You Cannot Afford to Be Misled
Thirty years of successful
ACHIEVEMENT and undisputed
leadership MUST constitute
proof of our RELIABILITY
But we do not ask you to take
our word

INVESTIGATE for yourself!
Then act upon your OWN
JUDGMENT

We do not hesitate to stake our
REPUTATION upon the correctness
of our statement when we
say that

There is a PHOTOGRAPHER
in your town!

LOOK! Don't delay!!

DO IT NOW!!!

There you have it—a punch in
every sentence. Snappy stuff—
what?

If we lacked UPPER-CASE type and were denied the use of *italics*, what would become of "punch?" Without them, copy-writing never could have become an art and advertising would be an undeveloped force, if we may judge by the demands of those who tell us "it lacks punch" when our copy is submitted without the benefit of typographical impressiveness for the coveted O. K.

I have discovered why Russia has been lagging centuries behind us in the great march toward social idealism. Others have attributed the benighted condition of Muscovy to autocracy, bureaucracy, illiteracy, etc., but they are all wrong. The empire of Russia is floundering in medievalism because "it lacks punch." Glance at the Russian alphabet. True, there are more letters in it than we have in ours; but the letters of the Russian alphabet all look alike. At least, they all look alike to me. Having an alphabet the letters of which seem to have come from one font, and prevented from employing italics, except, perhaps, for the introduction of foreign phrases, how can the Russians be expected to impart "punch" to their stuff?

Advertising is embryonic in Russia, because the Russian alphabet precludes the administration of "punch." Therefore, Russia is foredoomed to remain in darkness; for how can any nation that hinders a proper development of advertising progress?

I have wandered a bit from my course; but no matter. In a moment I shall have another whack at the head of the man who tells me "it lacks punch."

INJECTING PUNCH INTO A POETIC GEM

Let us imagine Thomas Gray submitting his "Elegy" for judgment at a copy conference. The general sales manager, the superintendent of construction, two men "from the road," the first assistant shipping clerk, the advertising manager and the president's nephew, who is spending the day in the office because his

car is undergoing repairs, constitute the jury.

Without interruption the reading has progressed to the lines: "Full many a rose is born to blush unseen

And waste its sweetness on the desert air."

"Wait a moment, if you please," the advertising manager interrupts. "I rather like that. What do you think of it, Mr. Wadleigh?"

The general sales manager puts on a heavy frown and shakes his head.

"I prefer not to give my opinion just yet," he replies, "but I can't help thinking it lacks punch. It's not snappy."

"That's just what I was going to say," adds Mr. Hardbean, the president's nephew. "It don't give you a jolt or surprise you, and what about a rose being 'born'? How can a thing that has no mother be born?"

The superintendent of construction, the two men from the road and the first assistant shipping clerk agree with the general sales manager and the president's nephew that "it lacks punch," and the advertising manager, seeing that he must do something to set himself right after his inept remark about "rather liking it," proposes to go over the copy himself and give it the desired "punch." He offers the opinion that, in addition to lacking "punch," the thing is too long, anyhow. Why waste so many words in putting the idea across?

Any copy-writer can foresee what is to happen. When the advertising manager, assisted by the gentlemen from the sales and shipping departments, gets through with the gem it has assumed this form:

"Roses often bloom where people never SEE or even smell them."

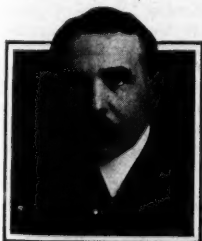
What I am trying to make clear, and what I would have said in my first paragraph, if I had been disposed to obey the rules which copy-writers are expected to have always in mind, is that you cannot have successful advertising

Five times the average

In each of the past 61 years a limited number of people have wanted a national illustrated weekly like Leslie's, and have paid for it a much higher subscription price than for its contemporaries.

The amount paid, by subscribers, for these 3,172 consecutive issues is over \$30,000,000.

Today, 420,000 pay us *five times the average* subscription price of the fifty leading periodicals—over \$2,100,000 a year.



There's a most interesting article about the man who "knows more about the fundamentals of grand opera than most professionals," yet is one of the great financiers of the world—Otto H. Kahn, of Kuhn, Loeb & Co. It's in this week's Leslie's—the twenty-fifth of B. C. Forbes' great series, "Men Who Are Making America."

copy by insisting that it shall come within certain hard-and-fast restrictions any more than you can produce poetry by cutting your lines into even lengths and beginning them with capitals.

Not so very long ago I listened to an "advertising expert" who was making a speech before a crowd of young business men. They had assembled for the purpose of getting first-hand information concerning advertising, and the "expert" was accommodating enough to devote much of his time to an explanation of what he called "the correct procedure in preparing copy."

"The first rule," he said, "is to not start (I am quoting him literally) with a doubt or a question. Commence with a positive statement, such as 'So-and-so is such-and-such.' Get right at the meat of the thing and say it with a *punch*. Then, if there is any more to be said, make it short. When it's done, go over it and cut it down at least half. Never use two words when you can get along with one." (Applause.)

If Shakespeare had been guided by such twaddle he could not have written the soliloquy that has been the joy of so many Hamlets, yet William was a fairly good copy-writer.

"To be or not to be—that is the question." Doubt, you see, and a question right in the first line. Furthermore, he repeats the words "to die—to sleep." It is obvious that he didn't go over his copy when it was "done" and cut it down at least half. If he had conformed to the rules which are expected to govern copy-writing he would have written "When we are dead," instead of wasting words by saying, "When we have shuffled off this mortal coil."

The Twenty-third Psalm is a beautiful example of directness. There is no groping after a "point of contact." What the psalmist had to say was said without circumlocution or tautological amplification. In this respect it conforms exactly to what is commonly regarded as a prerequisite of first-rate copy. But I am afraid the blond young man who sits at

the third desk in the sales department would say, if the Twenty-third Psalm were called to his attention, that "it lacks punch," assuming, of course, that he was unaware of the fact that it had not been written by an agency man. The advertising "expert," too, would reject it, because it is poetic.

My purpose in writing this article is to make you understand that I believe advertising copy, as well as other copy, may be effective, even if "it lacks punch." There may be occasions when poetry and not "punch" is most necessary in copy—yes, in ADVERTISING copy. I am willing to say that I believe long copy may sometimes be better than short copy, and it is easily possible, in my opinion, that good copy may begin by asking a question or expressing a doubt. It depends upon circumstances and not upon rules, however widely they may have been adopted. You cannot regulate the direction of the wind by making rules for it, nor can you compel circumstances which may affect your advertising to conform to the style of your copy.

Therefore, brethren, when you assemble in conference to pass upon copy, please consider the circumstances and conditions. Be not hasty to condemn because rules have been ignored or because the copy is longer by nineteen words than you expected it to be. If, haply, the writer has permitted a poetic fancy to creep into his copy, reflect before you condemn him for it or reject his offering. A bit of poetry may be just the thing to make your advertisement effective. Above all, be good enough, before you say that it needs "punch" and that "it lacks punch," to make sure you know what "punch" is.

You would not ask a machinist to judge art, nor would you call in an artist to pass judgment on a piece of intricate mechanism. Why, then, let your opinion of copy be influenced by the observations of people who can only say, parrot-like, that "it lacks punch"? Thank you for your kind attention.

MEDIUMS



Experience beats theory in picking mediums. Circulation and rate don't always tell the story. Nor do inquiries. You've got to know the kind of readers the medium has.



Long experience in using many mediums for varied accounts enable

K · V · P · D

to select the mediums that are best adapted for a certain product.

Klau - Van Pietersom - Dunlap
I N C O R P O R A T E D
A D V E R T I S I N G I N I T S E N T I R E T Y
M A N H A T T A N B U I L D I N G , M I L W A U K E E , U . S . A .

We recommend Wisconsin Consistent Motors

Swift & Co. Earn 27 Per Cent on Capital

For the fiscal year ending September 30, 1916, Swift & Company report net profits of \$20,465,000, equal to 27.3 per cent on \$75,000,000 stock. This compares with 18.7 per cent for the previous year.

In his report President Swift has this to say regarding conservation of the company's resources:

"Values will not continue to rise indefinitely, and this is the time when the prudent individual should conserve his resources against the reaction which is bound to follow.

"Your directors have, therefore, deemed it wise, out of this year's earnings, to make due provision for the uncertainties of the future."

Plans Formulating for St. Louis Convention

Announcement of some of the plans being made for the entertainment of delegates to the St. Louis convention of the A. A. C. of W., to be held next June, were made at a recent luncheon of the St. Louis Advertising Club.

Two of the features of the entertainment will be a pageant along commercial lines, and a big illuminated night parade. The pageant will be presented in Forest Park, according to present plans. Approximately \$80,000, it was stated, will be spent in entertaining v.sitors.

In Charge of Acme Lyé Marketing

S. Judson Demaway has become connected with the advertising and sales department of A. Mendleson's Sons, Albany, N. Y., and will be in charge of the marketing of the company's specialty brands, with headquarters at the New York offices. For two years he has been with the B. T. Babbitt corporation's premium-advertising department, and for several years prior in charge of the advertising and sales work of the Wisconsin Condensed Milk Company.

McAllister Returns to Cusack

E. L. McAllister has resigned from Montgomery Ward & Company to take charge of the promotion department of the Thos. Cusack Company, Chicago. Mr. McAllister was formerly a member of the department and prior to that was in the service department of the Chicago Tribune.

H. E. Spaulding With Carney & Kerr, Inc.

Howard E. Spaulding, who has for several years been with the H. E. Lesan Advertising Agency, is now connected with Carney & Kerr, Inc., New York.

Joins Atlas Agency

Francis DeWitt has joined the staff of the Atlas Advertising Agency, Inc., New York. For a number of years he was with the George Batten Company, and before that was associated with N. W. Ayer & Son and Lord & Thomas.

The Atlas agency has secured the account of the Hessig-Ellis Drug Company, Memphis, Tenn., manufacturer of Q-Ban hair preparations. There will be an increased appropriation this year for this account, advertising being placed in newspapers and magazines.

Farm Papers' Bonus Plan for Employees

The *Southern Ruralist*, Atlanta, Ga., has made stockholders of its employees by allowing each one two per cent on its earnings on the ratio of salaries each individual receives. The amount is deposited in a bank to the individual account of each person and a year hence the company will pay 3½ per cent upon each item, in addition to the second year's bonus.

Spark Plug Campaign Announced

The Benford Manufacturing Company, of Mt. Vernon, N. Y., manufacturer of Gold Giant spark plugs, is using four-page inserts in automobile trade-papers, announcing a \$150,000 campaign during 1917 in a list of weekly magazines and trade-papers. This account has just been secured by the Harry Porter Company, New York.

Hurley Resigns from Federal Trade Commission

Edward N. Hurley, chairman of the Federal Trade Commission, has transmitted to the President his resignation from that body, effective February 1st. It is reported that his time is to be given to the extension of his manufacturing interests in Illinois. No successor has been announced.

Bolte Joins Mahin

J. Willard Bolte, manager of the sales-promotion department of Sears, Roebuck & Co., has resigned to join the copy department of the Mahin Advertising Company of Chicago.

To Write Franklin Simon Copy

Frank Irving Fletcher has been appointed to handle the advertising of the men's departments of Franklin Simon & Company, of New York.

"Brickbuilder" Will Be "Architectural Forum"

Beginning with the January issue the *Brickbuilder*, Boston, will be known as the *Architectural Forum*.

4700 Canadian Grocers Pay \$3.00 a Year for This Paper

LAST July the Subscription price of the CANADIAN GROCER was advanced from \$2.00 to \$3.00 per year. *Very few refused to pay the higher price, and the gains since July 1st in the list of subscribers exceed the losses.*

This is substantial evidence of the value to its readers of Canadian Grocer.

Only 7% of the trade and technical papers published in North America get as high a subscription price as does THE CANADIAN GROCER.

No premiums or other schemes are used to obtain circulation. Subscribers are the result of straightforward solicitation—by salaried representatives and by mail appeals.

Circulation is national, and is practically exhaustive of the best retail grocery trade of Canada.



THE CANADIAN GROCER

(Weekly—A B C Audited)

Is read closely every week by its subscribers—for its market news and special articles related to merchandising.

RETAIL trade in Canada was never more flourishing. The big difficulty retailers are experiencing is to get goods. If, therefore, you are in a position to supply the grocery trade of Canada with their merchandise, communicate this fact, with specificity, in the CANADIAN GROCER.

Minimum page rate is \$10.00 per insertion—\$988 per year.

Type page measures 2¼ x 10 x 3 cols.

Send for A. B. C. report.

The MacLean Publishing Company, Ltd., Toronto
Montreal, Winnipeg, New York, Chicago, Boston, Cleveland, and London, Eng.

**Day and
Night
Service**

**The best quality
work handled
by daylight**



*One of the largest and most completely
equipped printing plants in the United States*

**Printing and Advertising Advisers and
The Co-operative and Clearing House
for Catalogues and Publications**

We assist in securing catalogue compilers, advertising men, editors, or proper agency service, and offer our assistance in every other direction that appears practical and possible toward the promotion, preparation and printing of catalogues and publications. Further, we invite suggestions with a view of making our service most valuable.

OUR SPECIALTIES

- (1) Catalogues
- (2) Booklets
- (3) Trade Papers
- (4) Magazines
- (5) House Organs
- (6) Price Lists
- (7) Also Printing requiring the same material and workmanship as the above, such as Proceedings, Directories, Histories, Books and the like.

Our Complete Printing Equipment, all or any part of which is at your command, embraces:

**TYPESETTING
(Machine or Hand)
PRESSWORK
BINDING
MAILING
ELECTROTYPING
ENGRAVING
DESIGNING
ART WORK**

If You want advertising service, planning, illustrating, copy writing and assistance or information of any sort in regard to your advertising and printing, **we will be glad to assist or advise you.**

If desired, we mail your printed matter direct from Chicago—the central distributing point.

USE NEW TYPE

**For CATALOGUES
and ADVERTISEMENTS**

We have a large battery of type casting machines and with our system—having our own type foundry—we use the type once only unless ordered held by customers for future editions. We have all standard faces and special type faces will be furnished if desired.



**Clean Lino-
type Faces**

We have a large number of linotype machines and they are in the hands of expert operators. We have the standard faces and special type faces will be furnished if desired.

**Good
Presswork**

We have a large number of up-to-date presses, several of which have been recently installed, and our pressmen and feeders are the best.



**Binding and Mailing
Service**

The facilities of our bindery and mailing departments are so large that we deliver to the post office or customers as fast as the presses print.

**Let Us Print Your Catalogues and Publications
THE GREAT CENTRAL MARKET**

**CATALOGUE & PUBLICATION
PRINTERS**

**Make a PRINTING CONNECTION
with a Specialist and a Large and
Absolutely Reliable Printing House**

(Inquire Credit Agencies and First Nat'l Bank, Chicago)

If you want quality—the education and training of our employees concentrated in one direction on the one class of printing in which we specialize, make the workmen more skillful. If you want delivery—our plant is equipped with economical, time-saving machinery and is in operation day and night the year around. If you want the best price—our unusual labor-saving material and equipment enables us to make exceptionally low prices on our specialties. Our organization is excellent. When you place an order in our care you relieve yourself of all anxiety. You insure yourself

Proper Quality — Quick Delivery — Right Price

We are always pleased to give the names of a dozen or more of our customers to persons and firms contemplating placing printing orders with us.

Don't you owe it to yourself to find out what we can do for you?

Consulting with us about your printing problems and asking for estimates does not place you under any obligation whatever.

Let us estimate on your Catalogues and Publications.
(We are strong on our specialties)

ROGERS & HALL CO.

Polk and La Salle Streets **CHICAGO** The Great Central Market
Wabash 3381 **TELEPHONES** Auto. 52-191

"High Prices Not Due to Number of Our Brands," Says Manufacturer

Secretary Bowker, of the American Agricultural Chemical Co., Takes Issue With Federal Trade Commission in Interview for PRINTERS' INK—Summary of Commission's Report

If a manufacturer buys control in a competing concern, should he retain the brand names of products he thus acquires?

This question is raised by the Federal Trade Commission which in its report on the fertilizer industry lays the blame for high prices to a multiplicity of brands.

The readers of PRINTERS' INK will recall that different concerns have tried to eliminate brands acquired by merger and to substitute instead a new brand which theoretically would absorb good will which they had earned through years of advertising.

The United States Tire Company tried to Oslerize several brands of tires that came into its control through merger. By strong advertising for a few months it endeavored to transfer the good will of the Morgan & Wright, the G. & J., the Continental tires to the brand, United States Tire. But the old brands possessed too much vitality to be killed off in that way, and it is now doubted that their demise would have benefited the exchequer of the company. At any rate, it is the present policy of the United States Rubber Company not to eliminate any of the good, old brands that may belong to it or any of its subsidiaries. For instance, the G. & J. tire was advertised to a considerable extent during the past season. All retained brands are to be linked together under the "super trade-mark" of the rubber corporation.

FERTILIZER TRADE METHODS

In its report on the fertilizer business, the Commission showed that selling expenses averaged, in the case of the four largest companies, 6.8 per cent of the net sales, and general and administra-

tive expenses were 2.3 per cent. These figures may not appear to some readers at all excessive, but the significant point is that they represent a marked increase over the corresponding ratio half a decade ago. Indeed, in the five-year period both manufacturing cost and selling expense increased 54 per cent. Meanwhile, net sales had increased but 42 per cent—a discrepancy which presumably points its own advertising moral.

"The multiplication of brands," the commission's report says, "especially by the larger companies, has been carried to absurd lengths, partly as a result of the demand for special formulas, but mainly because of the operation of numerous controlled companies, each with its own line of brands." As indicating how the large producers are running to brand names, the Trade Commission points out that in a number of States the seven largest companies, including their controlled companies, registered more than one-half of the total number of brands registered in a given interval. In Vermont, for instance, in one recent year, out of a total of 185 brands registered by all companies the American Agricultural Chemical Company registered in its own name and through subsidiaries, 101 brands. In South Carolina in the same year the Virginia-Carolina Chemical Company registered forty-one brands under its own name and thirty-three brands under the names of controlled companies, making a total of seventy-four brands covering fertilizer of substantially the same composition—that is, fertilizer put up under the same formula.

It is pointed out that in four representative Northern States a

total of 4,800 brands were registered, whereas in four Southern States the total in the same interval was nearly 19,000. The larger number of companies engaged in the business in the South affords one explanation of the discrepancy, but the responsibility is held to lie largely in the lack of restrictions in the South in regard to number of brands. That this diagnosis is correct seems to be indicated by the fact that in Alabama, where there is a tax of \$5 for each brand registered, the number of brand names entered in one recent year was only 1,884, as compared with 8,560 in Georgia, and 5,311 in South Carolina. In this connection, the experience of New York State is interesting. Since New York imposes a tax of \$20 for each brand name registered, the registrations have fallen off more than 50 per cent from the high-water mark of 2,500 names.

Many brand names are of a character that makes it impossible to register them as trademarks. As a result, there is increased effort on the part of the most progressive companies to select names of a special character that will permit trade-mark registration. The Virginia-Carolina Chemical Company, it may be instanced, is understood to have about 700 registered brands—some of these brand names so valuable that the concern could not consider a suggestion to discard them and sell according to formula only.

WHY THE REAL MANUFACTURERS REMAIN HIDDEN

Advertising as an "independent," when, in reality, occupying the position of a subsidiary of a large company, is a practice common in the fertilizer industry that is denounced by the Federal Trade Commission. It is admitted that in some instances the primary purpose of operating controlled companies as independents is to preserve the value of trade names and brands. More often, however, the object is to secure the services of more deal-

ers in a given locality, the manufacturer's logic being that by such distribution credit risks are diversified and sales increased. But whatever the object, the result has been, it is claimed, to deceive farmers as to whose product they are purchasing.

Particularly does the Trade Commission discountenance the practices of certain selling companies that have been wont to advertise themselves as manufacturers, sometimes giving the capacity of their plants when they have none. One controlling corporation that has advertised its subsidiary companies as "Independent Manufacturers of Fertilizers" is mentioned in particular, and the Federal body reports the discovery of instances wherein subsidiaries, especially selling companies, have been used to cut prices, the manufacturers preparing to cut on their weaker lines by this ruse.

Now, what is the viewpoint of the fertilizer companies? Is there a sound reason for so many brands?

During the year ending June 30, 1916, the American Agricultural Chemical Company earned a net profit of \$5,445,527.28. Horace Bowker, secretary of the company and president of the National Fertilizer Association, in commenting upon the Federal Trade Commission's report, said to a representative of PRINTERS' INK:

"Criticism of sales methods is not difficult. Any one possessing intelligence and some experience in selling goods can probably find fault with any system that may be employed. But criticism that really counts is that which is founded on a knowledge of the reasons why a certain sales policy was adopted.

"While I admit that some of the methods in use may not be the best that could be devised, yet as they have been successful, I do not see why they should be discarded until better ones have been worked out.

"The sales methods employed by the American Agricultural

Nugent's Bulletin

The National Weekly
for
the Retailer of Ready-to-Wear

The Editorial Test



It's a common practice to measure the advertising value of a publication by its editorial influence.

NUGENT'S BULLETIN welcomes this test, for its high editorial standards and its vigorous editorial policies, coupled with its practical style and merchandise information, are the logical reasons for the splendid results that it so uniformly produces for its advertisers.

1182 Broadway
NEW YORK

Boston
Cleveland
Chicago
Philadelphia
London
Paris

"Nugent's Bulletin Means Women's Garments"

IT has taken a great deal of patience, time and money to put the Ledger into the first class, and eternal vigilance is necessary to keep it there, for newspapermen sometimes seek circulation at the expense of final prestige and dependability.

There will always be two kinds of newspapers—good newspapers—and newspapers.

But the Ledger's Editorial and Business Organizations are continually aiming at the higher ideals.

Leyrus H. N. Curtis

The Ledger

The Paper That Serves Philadelphia

Chemical Company are based upon the constructive developments of our business year by year. In order that you may better understand our system of distribution, allow me to state that the company, which was founded in 1899, is made up of component parts representing a number of manufacturing and selling organizations. Each one of these, when taken over, had different lines of brands which had been found to meet the various needs of the farmer. Some were marketing ten brands, some twenty or even more, but whatever the numbers, they were sufficient to satisfy their customers.

BRAND NAMES HAD BECOME
VALUABLE

"Now, when we took over the subsidiary companies with their many different lines of brands, the question we had to settle was whether we should retain the latter or replace them with A. A. C. C. brands. The most of them were old and firmly established in the favor of consumers. *They had been advertised for years, the result being that a large volume of good will had been created for them.* They had a trade cash volume that was considerable. Therefore, we finally deemed it advisable to continue the production of these brands, and our experience since then has conclusively proved that we made no mistake in doing so.

"Dealers whose business in fertilizers amounts to much, must carry a full line, consisting of low, medium, and high-grade goods—some containing acid phosphates and some without potash, to meet the demands of the farmers in their territory. That is why they find it desirable to handle many brands, for some of which they have built up a large consumption. It takes considerable capital to carry on the business even in the smaller territories. For instance, 2,000 tons of fertilizer are annually sold in Hatfield, Mass., which at an average of \$30.00 a ton, amounts to \$60,000. This is a pretty good

sum of money for small-town merchants to put into a single line of merchandise.

"You can readily understand that no one dealer can possibly handle all the lines of brands manufactured by our company and its subsidiaries. Even if he had unlimited capital, it wouldn't pay him to do it, because some of the lines of fertilizers could not be profitably used by the farmers in his territory, owing to the nature of the soil or the kind of crops that are raised.

"We have found that in order to get our share of business in a given territory and properly distribute our credit risks, we must maintain our various lines of brands."

"But are not many of the brands of fertilizers composed of the same materials and used in the same proportions?" was asked.

"Yes, that is true," replied Mr. Bowker, "but when a farmer has been buying a certain brand for years, and you offer him precisely the same thing under another brand, he immediately becomes suspicious, and in most cases refuses to buy it. He wants the old brand with which he is familiar, and if we are to retain his trade we have got to give it to him. That is why it is not good business even to attempt to discontinue any of the popular brands of our subsidiaries. Of course, there is a certain amount of unnecessary duplication of brands. This we are taking steps to avoid."

"As the salesmen of the different lines of fertilizers manufactured by your company and its subsidiaries canvass the same territory they are competitive, are they not?" was another question. "And if so, then there must be an enormous amount of duplication of effort on the part of the salesmen. Surely the cost of sending men over the same ground to call on the same dealers must be heavy."

"There is too much duplication in some sections of the country," replied Mr. Bowker, "but not to the extent that you might expect.

Where there are so many brands a large number of different dealers are required to handle them. Hence, when salesmen visit a territory they do not always call on the same merchants. In the old days, when lines of fertilizers were few, one, two, or three dealers sold all of them. Now, owing to different conditions and changes in the personnel and character of the storekeepers, we are obliged to seek out substantial farmers who will consent to act as our agents. These do not live in the villages, but back in the country, sometimes fifteen and twenty miles from a railroad station. It takes much more time to sell them our goods, but we sell more of them. When we cannot find a farmer to represent us we send several of our younger salesmen to make a through farm-to-farm canvass throughout the territory.

"It took us some time to see the advantages of supplying our salesmen with automobiles, but we were finally convinced, and now we have 150 Fords constantly employed in the work of distribution. Instead of hiring a horse and buggy in each town he visits to reach the farmer agents back in the country, and taking all day to make a fifteen or twenty-mile trip, a salesman gets into his automobile and makes the trip out and back before lunch. He can go further, see more people, and turn in three or four times the amount of business.

"Manufacturers of fertilizers are not needlessly increasing the number of brands they produce, because every new brand imposes an extra expense. In view of the large number now on the market it would be extremely unwise to put out new ones unless for special and urgent reasons. The tendency among all manufacturers to-day is to reduce rather than to increase the number of brands they make.

"Now a word as to prices. In common with other industries, the fertilizer business is greatly hampered by its inability to secure raw materials in sufficient

quantities to meet existing demands of our trade. For the limited supplies that we can obtain we are paying exorbitant prices. We are to-day selling some brands that are composed of materials that cost at the present market rate more than we charge for the product. It is not expensive selling methods, as the Trade Commission charges, that make the high prices of fertilizers to-day, but the high cost and limited supply of raw materials."

How Much Copy Should an Ad Man Write a Week?

THE MICHIGAN STOVE COMPANY
DETROIT, Dec. 28, 1916.

There is an ad in your current issue for a copy-writer to turn out 20,000 words of good copy weekly.

Are there really any men capable of an average weekly output of 20,000 words of good copy?

Allowing the opportunity of a two-weeks' shut-down annually for effecting repairs to his mental machinery, the year's output of a man producing according to that schedule, would total 1,000,000 words. Or, from another angle, every three weeks he would have to complete a stint of word-joining and carpentering equivalent to that involved in producing a novel of average size.

Could it reasonably be expected that copy ground out at that speed would possess any more merit than an output of novels produced on a similar basis of time, or that such copy would have sufficient sales-producing value to justify its exemption from the charge of having definitely augmented the cost to the consumer for the commodity so advertised?

By the way, please, what is considered to be an average weekly production of copy by a good copy-man, and is it customary to appraise copy on a per-word basis?

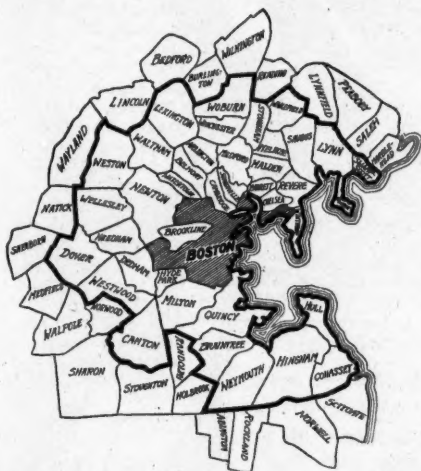
THOS. F. CHANTLER,
Advertising Department.

Opening Gun in Piano Campaign

The American Piano Company, of New York, has just started a year's advertising campaign in magazines for the Ampico reproducing piano. The present copy is of a semi-news character, based on a recital of the device's possibilities which was held last fall at the Hotel Biltmore, in New York City. On this occasion Leopold Godowsky acted as *entrepreneur*, and an audience of 800, including musicians, critics and a list of invited guests, gathered to compare the artist's personal rendition of a number of pieces with the automatic record made thereby and repeated while he himself sat in the audience.

Compact Greater Boston

Not every advertiser realizes what the name "BOSTON" means when reckoned in people and buying power. The picture map herewith shows—Greater Boston—including residential Boston—where a population of 1,600,000 enjoy all the benefits of a great metropolitan street railway system operating 2,500 Surface, Elevated and Subway cars, and carrying on an average 1,894,000 passengers *daily*.



Over 23% of the people residing in the six New England states live within that heavy black outline. From this great Hub the whole of New England's dependent commercial and farming activity radiates.

Investigate this market—secure OUR rates for covering Boston and New England and make a few comparisons.

Eastern Advertising Co.

8 West 40th St., New York

Sears Bldg., Boston

Francis Bldg., Providence

Street Car advertising all over New England

True!

Self-Proving Observations of a Veteran Ad Man

By Geisinger

CAN you imagine a greater ignorance than a person who never read an advertisement?

Take all the advertising out of your daily paper and you would feel as homesick as a New York newsboy in a silence meeting.

I would rather employ a \$2,000 man to invest \$1,000 in advertising than a \$1,000 man to spend \$2,000.

"Preparedness" is just as important in advertising as it is in war.

A grocer says the "trade-aids" he received last summer will reduce the high cost of heating this winter.

When you solicit advertising by 'phone, please be sure your operator says to the victim, "One moment, please," three times before you are ready to talk. That always puts a busy man in an order-giving humor.

In advertising, truth is stronger than fiction.

The advertiser that writes a lie commits a felony.

The newspaper that prints the lie compounds a felony.

The reader that is deceived and does not blacklist the newspaper, as well as the advertiser, condones the felony.

It is easier to tell the truth about a good product than to lie about a poor one.

The thinking buyer has little confidence in the store that has a special sale daily.

The saddest advertising experience I ever had was in trying to uplift the advertising of a cheap installment house.

Deprived of the nomenclature of advertising, some solicitors would soon be flopping like a turtle on its back.

One may speak loudly of—

Psychology, merchandising, circulation-values, personal appeal, copy atmosphere, style, character, fundamentals, space-conservation, knockouts, accumulative results, trade-tonics, dealer influence, consumer demand, zone strategy, intensified selling, scientific distribution, free publicity, preferred position, inspiration, insistent ideas, human interest, magnetism of display, ethics of type, art messages, color attraction, center of interest, harmony, contrast, screens, agate lines, picas, high-lights, midtones, shadows, duotones—

And yet not be a successful advertising man.

Don't imagine just because you play golf that an illustration of a caddie will sell tea, or because you are a tennis fiend, the picture of a racquet makes an advertising noise. You can't ride a hobby across the advertising field without a fall.

Business Building Service Offered by Bank

The St. Louis Union Bank is featuring in newspaper advertising a new "Business-Building Bureau," the aim of which is to help depositors solve problems that arise in connection with their business.

"Regardless of the size of his establishment or the amount of his balance in the bank," says the first advertisement, "we hope to prove ourselves useful to every retail merchant in St. Louis who will call upon us for information on a business or financial problem. Remember that we are governed by a determination to be useful—not officious."

The help to be offered covers such fields as these: cost of operation, which departments are profitable, investigation of selling prices as compared with costs and fair profit margins, frequency of turnover, aggressive selling methods, the best methods of advertising, economical stock arrangement, etc.



"That picture has life!"

You've heard this said of certain illustrations.

It simply means that you have been attracted by living, moving qualities of draughtsmanship.

"ACTION!"

We are firm believers in it at a time when the world is revolving pretty rapidly on its axis anyway.

The Ethridge Association
of Artists

New York Office, 25 E. 26th St.
Chicago Office, 220 S. State St.
Detroit Office, 809 Kresge Bldg.



THE ALBODON COMPANY

MANUFACTURERS OF ALBODON

THE IDEAL DENTAL CREAM

OFFICES AND LABORATORY

154 WEST 18TH STREET

NEW YORK DEC. 13, 1916.



PRESIDENT
EUGENE KATZ
LABORATORY
N.Y. FREUND

TELEPHONE
CHELSEA 4124.
CABLE ADDRESS
"ALBODONCO, NEW YORK."

Mr. W. B. Lasher, Pres.,
American Chain Company, Inc.,
Bridgeport, Conn.

My dear Sir:-

I was interested in your article in Printers' Ink defending your style of advertising for Weed Chains.

No matter what your motive is in using this style of advertising, I have always considered it the most constructive of any that is done for the reason that the advertising of the tire company is alleging that the tires called "anti-skid" tires will prevent skidding, and so absolutely denounce the tires of the other tire company. I am so absolutely denouncing the tires of the other tire company that I have always believed something was necessary to counteract that denuncious effect, and your advertising does it.

I know personally many good friends who would not have broken limbs today, or who would not have faced death too closely, if they

as one for the reason that the advertising of the tire company's, alleging that their so-called "anti-skid" tires will prevent skidding, is not only dangerous and harmful to the unsophisticated automobile user, but that I have been compelled to take necessary steps to counteract that dangerous advertisement, and your advertising agency.

I know personally many good friends who would not have broken limbs today, or who would not have faced death too closely, if they had not believed in anti-skid tire advertising. Personally, I only believed it for the first few weeks that I ran a car, and I had such a convincing experience that I bought Weed Chains, and have never been without them on rainy or slippery days.

Yours truly,

THE ALBODON COMPANY

EM:D

Erine Mack PRES.

The above letter is in response to the article entitled:
"The Test of 'Scare' Copy—Does It Sell the Goods?"
 which appeared in Printers' Ink, Dec. 7, 1916

Reprints of the article will be furnished on request by the
AMERICAN CHAIN COMPANY'S ADVERTISING DEPARTMENT
 37 West 39th Street, New York

The "Emulative Attitude of Mind"
Makes Adequate CONCENTRATION
Synonymous with ADEQUATE DEMAND

A PUBLICATION that reached *all* worth-while people would not be asked regarding the distribution of circulation, because it would have adequate concentration everywhere.

Circulation figures enable you to estimate the *percentage* and *location* of worth-while people you are reaching.

Strauss Theatre Programs have this singular aspect—the theatregoers during a season comprise virtually *all* the consumers of advertised goods.

It is possible only to *estimate* how many worth-while consumers there are in New York; therefore it is possible only to *estimate* how many theatregoers there are.

But Strauss Theatre Programs not only reach them *all consistently*, but reach them at a time when, gathered together with others of the better class, they are extremely sensitive to the appeal of any copy calculated to influence the judgment or preference of worth-while people.

The emulative attitude of mind of the theatregoer *at the theatre* makes the concentrated adequacy of the program circulation result in a practical certainty of *adequate consumer demand*.

Strauss Theatre Programs

A Magazine Medium
 for Greater New York

N. B.—Frank V. Strauss & Co. publish the programs for all the principal theatres in New York.

"Shocking" the Trade to Get Its Attention

How the Waukesha Pure Food Company Put Jiffy-Jell on the Market in Record Time

WHEN the Waukesha Pure Food Company was ready to put Jiffy-Jell on the market a few months ago, it deliberately, and you might say almost cold-bloodedly, set about to make its selling and advertising methods entirely different from those customarily used in distributing food products. The plans were purposely made different so that the proposition of the company would stand out.

Pretty much the same methods are followed in the marketing of all trade-marked foods. Details in the plan may differ and many new ideas may be used, but as a rule there is little variance in the major workings of the campaign. In view of this, the manufacturers of Jiffy-Jell believed that they could command the attention of the trade by shocking it. They figured that the best way to do this was to violate a few of the conventions in food selling. It was believed that both the dealer and the jobber pay little heed to new propositions that are presented in the ordinary way, but that they would immediately take notice if something came along that did not bear any of the familiar earmarks. It was reasoned that if this supposition were correct, the market could be attained much more quickly and perhaps more economically by pursuing the new methods.

It has to be admitted that the whole plan looked risky; many predicted fail-

ure. But despite the fact that the market is crowded with several good dessert gelatines that have been established for years, Jiffy-Jell has already attained a promising foothold in the trade. The achievement of such satisfactory results in the first few months of the campaign seems to vindicate the judgment of Otis E. Glidden, general manager of the company—the man who stood sponsor for the new methods used.

Now let us see how this selling plan differs from the methods commonly used in putting new food products on the map. In the first place, no salesmen were employed. None of the usual devices of working up the interest of the trade were resorted to. No

Jiffy-Jell

The Supreme Dessert

Fruit Flavors in Vials





Notice to Housewives

Get One Full Package Free

Note the page ads in colors now appearing in Women's Magazines. They tell you of a new dessert—an extra-grade gelatine dessert, with true fruit flavors, each in a separate vial. Each ad contains a coupon, good at your grocery for a full-size package free. Cut out the coupon—present it to your grocer. For your own sake, learn what Jiffy-Jell means to your table.

<p>These coupon ads are appearing in:</p> <ul style="list-style-type: none"> Ladies Home Journal Woman's Magazine McCall's Magazine Women's Home Companion Reader's Home Journal Good Housekeeping Practical Housewife Ladies' World Home Life 	<p>Delicious</p> <ul style="list-style-type: none"> Delicious Delicious Christian Herald Today's Magazine Reader's Magazine Woman's Companion Woman's World Homestead Modern Primitives 	<p>back to old-style gelatines. You will never use artificial flavors.</p> <p>You will never have your flavors come mixed with the gelatines. They grow aside in that way, and the boiling water scalds them.</p> <p>Jiffy-Jell comes up a new era in quick, economical desserts. You will never find a discarded taste, to everyone's delight. Please start now by serving one meal with our compliments. Let Jiffy-Jell argue for itself.</p> <p>Cut out the coupon from one of the page ads and present it to your grocer.</p>
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Jiffy-Jell is bound to be your favorite fruit dessert. After you try it you will never go back to old-style gelatines.

Notice to Grocers

Don't Send Any Women Elsewhere

Five million of these coupons have already come out. Twelve million more are coming out monthly. On every coupon you receive ten per cent off your next purchase—10% cash back. You make your bill good. Get your coupons there a customer who will buy Jiffy-Jell from you again and again.

Jiffy-Jell is new, and always will be the largest advertisement in the world. It is so superior that no woman who tries it will ever return to old gelatine desserts. Don't lose these coupon sales. If you don't reduce these your customers will go elsewhere. Every grocery store should be carrying Jiffy-Jell in colored boxes. Get a small stock—see how fast it moves. Then order as you need it. Write us for large lots.

WAUKESHA PURE FOOD CO., WAUKESHA, WIS.

NEWSPAPER COPY FEATURED MAGAZINES IN WHICH COUPON ADS WERE APPEARING

house-to-house sampling or canvassing was done. No crews swept the country stocking up the dealer in advance of the appearance of the advertising. In fact, the retailer was told nothing at all about Jiffy-Jell. He learned of its existence for the first time when the advertisements came out and when his customers began to call for the new dessert. No attempt was made to cover the

space was devoted to an account of the advertising campaign. A coupon-sampling plan which the advertisements were to feature was described at great length. The proposition terminated with this unusual assurance:

"No salesman of ours will call on you. There is too little time. No other announcement will reach you. Please act on this."

That is the gist of the campaign. One can readily see why it is that experienced food merchandisers were skeptical about the plan. They know that it takes the strongest kind of salesmanship in conjunction with advertising to interest the average grocer in a new product. He is not suffering from a dearth of articles to handle. His shelves are already so crowded with every conceivable sort of a specialty that he does not get greatly excited when he is offered something new that promises little more than another addition to his stock. Generally the order for the new specialty, if it can be obtained at all, has to be wheedled out of him. The same conditions apply to the jobbing trade. Ordinarily a jobber cannot be induced seriously to consider a new product until it has been proved to

him that there is a wide and substantial consumer interest in the article.

The fact that this Waukesha manufacturer did get his proposition across, despite all these irregularities in his methods, is a tribute to advertising. The whole burden of the campaign was placed upon advertising, which had to send enough consumers to the dealer for Jiffy-



Strawberry Raspberry Cherry Orange Lemon Lime

The Last Word in Gelatine Desserts. True Fruit Juices in Supreme Vials—Kept Fresh Until You Use Them. Your Choice of Six Flavors—Each a Pure Fruit Extract—Try One at Our Cost.

Jiffy-Jell with Flavors in Vials

A New Idea in Fruity Quick Desserts
Go Get One Package Free

The essence of Jiffy-Jell has long been known to the food industry. It is the most perfect gelatine ever prepared. It is so easy to use that it is the favorite of the housewife. It is so delicious that it is the favorite of the child. It is so healthy that it is the favorite of the doctor. It is so pure that it is the favorite of the chemist. It is so perfect that it is the favorite of the world.



There is nothing else like this. It is the only gelatine that is so perfect. It is the only gelatine that is so delicious. It is the only gelatine that is so healthy. It is the only gelatine that is so pure. It is the only gelatine that is so perfect.

We do not mix the flavor with the gelatine powder. Therefore the flavor and strength are preserved. We don't make it necessary to flavor the gelatine with the juice of the fruit itself. That is really, it is better. And the Jiffy-Jell also makes the dessert so easy.



The convenience of Jiffy-Jell makes it the favorite of the housewife. It is so easy to use that it is the favorite of the housewife. It is so delicious that it is the favorite of the child. It is so healthy that it is the favorite of the doctor. It is so pure that it is the favorite of the chemist. It is so perfect that it is the favorite of the world.

A New Type of Dessert
 Jiffy-Jell has the same taste as the best gelatine dessert. It is so easy to use that it is the favorite of the housewife. It is so delicious that it is the favorite of the child. It is so healthy that it is the favorite of the doctor. It is so pure that it is the favorite of the chemist. It is so perfect that it is the favorite of the world.



The gelatine itself is the finest and purest that nature has ever produced. The flavor is the best fruit juice and full and fresh. Jiffy-Jell has the same taste as the best gelatine dessert. It is so easy to use that it is the favorite of the housewife. It is so delicious that it is the favorite of the child. It is so healthy that it is the favorite of the doctor. It is so pure that it is the favorite of the chemist. It is so perfect that it is the favorite of the world.

Let Us Buy You a Package

We will send you a free package of Jiffy-Jell if you send us a coupon. It is so easy to use that it is the favorite of the housewife. It is so delicious that it is the favorite of the child. It is so healthy that it is the favorite of the doctor. It is so pure that it is the favorite of the chemist. It is so perfect that it is the favorite of the world.

Cut Out This Entire Coupon

My name is _____
 My address is _____
 My city is _____
 My state is _____
 My zip is _____
 My phone is _____
 My e-mail is _____
 My fax is _____
 My telex is _____
 My telegram is _____
 My cable is _____
 My radio is _____
 My television is _____
 My computer is _____
 My internet is _____
 My mobile is _____
 My satellite is _____
 My other is _____

TO THE GROCER
 1200 N. Main St., Waukesha, Wis. 53090

Check's Address _____

Waukesha Pure Food Co., Waukesha, Wis.

Jiffy-Jell

1200 N. Main St., Waukesha, Wis. 53090



1200 N. Main St., Waukesha, Wis. 53090

THE MAGAZINE ADVERTISING, FEATURING COUPON

country sectionally, as is often done, especially in food marketing. No intensive work of any kind was tried.

Radical methods were used in handling the jobbing trade also. Jobbers expect salesmen's work to accompany advertising in introducing new products. Instead, Mr. Glidden mailed them a broadside, disclosing the whole proposition of the new company. Much

Houbigant Perfumes



OUR message this week hails from Paris — the home of Houbigant, acknowledged by connoisseurs to be the world's most famous perfumer.

Through the courtesy of Messrs. Park & Tilford (sole agents for Houbigant Perfumes and Toilet Preparations) it is our privilege to place the merits of these goods before the discriminating women of America.

Our effort to interpret the peculiar characteristics of each individual odor of Houbigant Perfumes has resulted in materially increasing consumer sales and maintaining the good will of the trade.


Park & Tilford are keen judges of Agency Service. Ask them, if you wish, what Atlas Service means to them.

"Watch Atlas"

Atlas Advertising Agency
INCORPORATED
NEW YORK CITY



Service First



Who Reads Association Men?

21.2% of our subscribers are
Bankers and Professional Men

PERHAPS you, like some other advertising men, thought "Association Men" was read only by the younger members of the Y. M. C. A. and that the articles in it catered to them. Almost the reverse is true.

"Association Men," while the official organ of the Y. M. C. A., has become a magazine welcomed and read by the biggest business men of the country,—men who have the money to buy the best in any line.

**ASSOCIATION
MEN**

F. A. Wilson-Lawrenson, Bus. Mgr.
A. P. Opdyke, Adv. Mgr.
124 E. 28th St., New York

H. L. Ward, Western Representative
19 S. La Salle St., Chicago, Ill.

Jell, so that he of his own volition would order from his jobber.

The advertising also had to send a sufficient number of such orders to the jobber to induce him to stock the new dessert. There was no forcing in the campaign.

The campaign was started in the August magazines. A modest list of mediums was used at first, although the space was generous. At present the copy is appearing in a larger list of publications. The newspapers, also, are being used in many places. The space averages around ten inches, across four columns. Many of the magazine advertisements have been in colors, and have a pronounced appetite appeal. The outstanding feature of them is the sample coupon. These coupons are good for a full-sized package of Jiffy-Jell, upon presentation to any grocer. The redemption period of the coupons appearing in the first advertisements was limited to October 1st. All a person had to do to get a free package was to write his name and address on the coupon and present it to his grocer. The company paid the retailer twelve and a half cents, or the full retail price, for each coupon redeemed. All he had to do to get his money was to send them in to the company, before the expiration of the time limit.

This coupon put a decided kick in the advertising and assisted materially in getting quick distribution for Jiffy-Jell.

This is by no means the first instance where a manufacturer sampled his product in this manner. The practice is rather common, but it seldom has been attempted on such a spectacular scale. Usually the distribution of sample coupons is done only in certain sections. Often the coupons are attached to newspaper advertisements. In only a few instances before have such coupons been passed out in magazine advertising, which is equivalent to making the distribution national. The company claims that it will continue to print these sample coupons in its magazine adver-

tisements until a million free packages have been distributed.

The success of the plan was not hampered by a lot of red-tape, which is an objection that retailers have often made against sampling through coupons. While some abuse may have crept in, there could have been no wholesale abuse of the privilege, as people would not buy a lot of magazines, costing fifteen cents or more apiece, to get a coupon good for a twelve-and-a-half-cent package of food.

Mr. Glidden says there are many manufacturers who have tried mail or store sampling and found it too expensive. He says this is because it was only a very small part of their many-sided merchandising plan. Unless a company has a lot of money to invest in advertising it is not possible for it to tack on an elaborate sampling plan in addition to everything else. His company overcame this objection by concentrating on advertising and by making the sampling scheme an essential part of it.

He does not believe that the grocery specialty salesman has seen his day. On the contrary, he is of the opinion that both advertising and salesmen are necessary to sustain the average specialty. He says that several years ago quite a few grocery products were put on the market without salesmen, but that is not so easy to accomplish to-day.

A feature of the Jiffy-Jell proposition that is attracting considerable attention is the retail price at which it is offered—twelve and a half cents. This manufacturer is breaking away from the old "coin" prices, such as ten, fifteen and twenty-five cents, which are so firmly established that many concerns maintain that it is impossible to depart from them. It is claimed for the twelve-and-a-half-cent price that it suggests to nearly every buyer the purchase of two packages. If it is seen that this new price becomes permanently successful many other manufacturers undoubtedly will make similar experiments.

Department Stores Loom Large in Attack on National Advertising

The Hearings on the Stephens Bill Bring P. S. Straus to the Front With a Mass of Allegations

Special Washington Correspondence.

ADVERTISING has come into its own as the recognized motive of the price-standardization movement, at the latest hearings on the Stephens bill. Never has advertising,—not merely the national advertising of manufacturers of trade-marked goods, but advertising of all kinds and classes,—come in for so much attention at a Congressional hearing as at that which opened on Friday, January 5th, before the Committee on Interstate and Foreign Commerce of the House of Representatives. This hearing, presumably the final one before the committee votes on the question of reporting this bill, was held primarily in order to allow opponents of the bill to offer their objections, but as in the case of all previous price-fixing hearings at Washington, there was more or less free-for-all debate.

Discussion of the advertising element was opened by the first witness, Edmond E. Wise, a New York attorney who has been counsel for R. H. Macy & Co. in most of their recent legal battles with national advertisers and who acts in that capacity in the controversy with the Victor Talking Machine Company, now in the Supreme Court. Mr. Wise denounced, as a misnomer, that portion of the title of the Stephens bill which proclaims the measure as one in behalf of "honest advertising." "There is not a word said about advertising," he objected.

Price-maintenance has been developed, according to Mr. Wise, by national advertising as distinguished from local advertising. National advertising, he admitted, is a very powerful and very beneficial method of creating demand, but he combated the idea that advertising intimates quality. He quoted Will Irwin's discussion of the power of advertising on page

17, of the June 17, 1911, issue of *Collier's Weekly* and went at length into a recital of the Mica Axle Grease campaign of the Standard Oil Company as a means of controlling or partially controlling the press through advertising.

The Victor Talking Machine Company's advertising served as the text for a considerable portion of Mr. Wise's remarks, although he admitted, incidentally, that he considered its copy in the main accurate and above criticism. He went into the question of the liberal margins on Victor goods for the sake of proving that a retailer who ranks with the Victor company as a distributor and gets the wholesaler's discount of 50 and 10 can afford to advertise the \$100 Victrola at \$89 (the cut price made on occasion by the firm of R. H. Macy & Co.) and net, at that, almost the same percentage of profit as the small retailer of Victors who, purchasing in amounts less than \$500, gets but 40 and 10 per cent discount.

SAYS SMALLER DAILIES WOULD LOSE ADVERTISING

National versus local advertising was the theme of Harry B. Haines, editor and publisher of the Paterson, N. J., *Evening News*, the subject being discussed primarily from the standpoint of the publisher of a daily of 10,307 circulation in an industrial city of 140,000 population. Mr. Haines asserted that the Stephens bill if enacted into law would result, within a few months, in serious loss to the newspaper publishers of the smaller cities of the United States and predicted that within a year after such enactment the small publishers would be in Washington in great numbers asking for relief.

In explanation of his deductions Publisher Haines stated that about

SUPREME IN NEW YORK

IN AVERAGE

MORNING AND SUNDAY CIRCULATION



DAILY

Average net circulation 6 months ending Dec. 31

1916	357,691
1915	286,950
INCREASE	70,741

SUNDAY

Average net circulation 6 months ending Dec. 31

1916	710,626
1915	677,178
INCREASE	33,448

DAILY AND SUNDAY

Combined average net circulation 6 months ending Dec. 31

1916	409,481
1915	342,091
INCREASE	67,390

The above figures give regular net sales only. The American has no returns from newsdealers. No unsold copies.

The New York American's Sunday circulation exceeds by more than 200,000 that of any other New York Sunday newspaper. It exceeds the total aggregate circulations on Sunday of the New York Times, New York Herald, New York Tribune and New York Sun—all four combined.

The Morning American GAINED in circulation during 1916 **more than twice the aggregate gain of ALL OTHER New York morning newspapers combined.**

The New York Herald reduced its price in New York City and suburbs from three cents to one cent last September. Since then its circulation in Greater New York has increased from approximately 30,746 daily at three cents a copy to approximately 70,980 copies at one cent per copy—gain by reduction in price, 40,234.

The New York American has gained in the past year in New York City alone, without any special inducement

61,212

The American is a member of the Audit Bureau of Circulations. Its figures are, also, verified under oath in U. S. Government reports.

ERWIN & WASEY COMPANY

Advertising

58 EAST WASHINGTON STREET · CHICAGO

Striving to make its principle, "the best service possible," mean more in actual achievement, in work efficiently performed, than now is compassed in the boldest speech on such a subject.

80 per cent of the advertising in the average newspaper of the class mentioned is local advertising, whereas only 20 per cent is foreign advertising, the latter placed for the most part through agencies. For his part he would not hesitate a moment if forced to make a choice between the local and the foreign advertising, but on top of the consideration of the present preponderance of local advertising was the conviction of this publisher that if the Stephens bill went through, national advertisers will curtail their appropriations as applied to local newspapers.

The Paterson publisher dealt at some length with the "news value" of retail advertising, incidentally pointing out his belief that virtually all newspaper advertising is price advertising, even the advertising of the New York dailies showing, he said, less than 10 per cent of space in which prices are not mentioned. In Paterson, a mill town, the department-store advertising, or rather the retail advertising was considered an "asset" for the *Evening News*, so much so that he would make concessions in his advertising rates if necessary in order to hold this business, which serves on Tuesday and Friday of each week to swell a paper of normal size of 12 pages to 24 or 32 pages and which this publisher declared he relied upon as an inducement to the women of his community to read his newspaper.

Severe criticism of the Fair Trade League was indulged in by Mr. Haines, who charged that the League "will leave nothing undone,—ethical or unethical." He asserted that, because of having incurred the displeasure of the League he had experienced intimidation as to advertising contracts, etc., and added that Jason Rogers, of the New York *Globe*, could give the committee even more interesting facts in this connection. He placed in evidence correspondence bearing upon proposed "boiler plate" campaigns for the Fair Trade League through the medium of the lists of the American Press Association and the Western Newspaper Union. The sum

of \$1,800 was mentioned as a contract price for a two-column article furnished to 2,000 papers.

Parallels between nationally advertised goods and little-advertised or non-advertised private brands were drawn by Percy S. Straus, of the firm of R. H. Macy & Co., who journeyed to Washington fortified by two suitcases filled with articles for comparison taken from the Macy stock or purchased in one or another of the leading department stores of New York. Mr. Straus, who was on the stand during the greater part of the day on Saturday, January 6th, declared that he appeared in protest against the manufacturers who are using national advertising as a means of increasing profits.

ADVERTISING DOES NOT NECESSARILY
DENOTE QUALITY, SAYS P. S. STRAUS

Time and again in the course on his "demonstration" Mr. Straus declared that he had no criticism to make of the advertised goods that he held up to comparison with his private brands and that if he were in the position of these manufacturers he would follow precisely their policies, but all the while he sought to drive home the contention that in standardized goods versus private brands "the difference in price is advertising, purely advertising." "I am in no way attacking the manufacturers," he would reiterate, "but the mere fact that goods are nationally advertised does not indicate superior quality."

That the New York department-store executive was able to make, by means of his "object-lessons," the impression that he obviously did make upon almost all the members of the Congressional Committee was due in no small part to the fact that he was able in not a few instances to show, under private brand, goods manufactured for Macy by the very firms that lay stress upon price-maintenance for the same goods when put out under their own trade-marks at higher prices.

Hecker's Farina, which costs $7\frac{1}{2}$ cents and is supposed to sell at 10 cents, was set over against

the Farina which is manufactured by Hecker & Co. for Macy for sale under private brand and which costs Macy, fully packaged and ready for the counter (that is to say is charged by the Macy manufacturing department to the Macy store department) at 4.4 cents and sells for 8 cents. Both packages in this instance are the same weight, namely, one pound net. Kingsford Corn Starch, which costs 7 cents and sells at 10, was compared with the starch which the National company furnishes Macy for private-branding purposes at a price of $3\frac{3}{4}$ cents and which retails at 7 cents. "The quality is the same in all cases," said Mr. Straus, "because they come from the same factory."

Quaker Oats in the $1\frac{1}{4}$ -pound package was pitted against Macy's Rolled White Oats (from the same factory) in 2-pound packages. The former costs 7.9 cents and sells for 10 cents. The latter,—"bought in bulk in carload lots from the Quaker Oats Co.," says Mr. Straus,— "sells in the larger package at 11 cents, having cost 8.8 cents." From the same firm Macy claims to get the Granulated Hominy which it sells in competition with Quaker Hominy Grits. Each package,—the trade-marked and private-branded—costs Macy the same sum, 6.7 cents, and each sells for the same price—10 cents in the Macy store, but the one package contains $1\frac{1}{2}$ pounds and the other 2 pounds.

OTHER ADVERTISED ARTICLES COMPARED WITH PRIVATE BRANDS

Through a long list of varied articles of merchandise did Mr. Straus pursue his attack on the advertising margin of nationally known goods. B. V. D. Underwear, Vaseline, Nujol Mineral Oil, Cuticura Soap, Hind's Honey and Almond Cream, Hoff's Malt Extract, Daggett & Ramsdell Cold Cream, Colgate Shaving Stick, Campbell's Soup and Pond's Extract were some of the articles that were, one by one, compared with the Macy private brands. In the end, however, the department-store head admitted with the utmost frankness that the retailer,

whatever the price or the merit of his private brands, "simply must have" the nationally advertised goods. Criticizing, as indicative of a "combination," the concerted action of the collar manufacturers in advancing prices from $12\frac{1}{2}$ to 15 cents, he said: "We storekeepers are the servants of the people. We cannot get along without one or two brands of branded collars. Otherwise people will go next door." Again he remarked, "The standards of prices are set by advertised merchandise. The power of advertising sends people to our stores." But he ventured the opinion that Macy & Co. would be far more severely criticized by the people back of the Stephens bill if the store were to rely solely upon "just as good" merchandise than if, as is now its custom, it offers the nationally advertised goods at cut prices, alongside its private brands.

Women's Overalls an Article of Commerce

Overalls for women's wear bid fair to become popular in this country, particularly in industrial establishments of certain kinds. The idea comes from Europe, where women have been forced to undertake much of the labor formerly done by men. Orders are being received by manufacturers of the garment, according to the *New York Times*, from employers of women, and from department stores which plan to sell overalls to housekeepers, servants and women who do work of sorts for which skirts have disadvantages long obvious.

A. Goodman & Sons, New York bakers, put their sixty women employees in white overalls recently, and 60 per cent of the 800 women employed by a large manufacturing plant voted for the adoption of the overall costume as soon as they learned that overalls for women had really been manufactured and were for sale. One purchasing agent, it was said recently, has placed an order for the delivery of the new garments in 325 stores in the United States, and another prepared to supply 250 stores. Orders for overalls for women have been received from department stores in New York, Brooklyn, Philadelphia, Pittsburgh, Cincinnati, Chicago, and other large cities.

D. M. Kagay With Bowser & Co.

D. M. Kagay, advertising manager of the Richards-Wilcox Mfg. Co., Aurora, Ill., has become manager of the publication department of S. F. Bowser & Co., Inc., Fort Wayne, Ind.



Chart Your Salesmen Over Boston Territory

Help your salesmen remove all uncertainty from their Boston canvasses—help them wipe out all anxiety—all guesswork and waste motion when covering the dealers of this territory.

The Merchandising Service Department of the **BOSTON AMERICAN** will help your salesmen cover this territory **accurately**:—It will supply **Trade Maps** showing the exact location of Boston grocers and druggists—show your men all the short cuts and relieve them of route-list worries, thus enabling them to concentrate on their sales proposition.

There are other uses for these **Trade Maps** and the dealer lists which accompany them and a request from you, written on your letterhead, will bring the necessary details.

Have your salesmen call and talk it over or, better still, look into it personally—no obligation entailed. Bring **all** your Boston problems to us—we are here to help you.

BOSTON AMERICAN

80-82 Summer Street, Boston, Mass.

Member Audit Bureau of Circulations

NEW YORK OFFICE
1789 Broadway

CHICAGO OFFICE
504 Hearst Building

IN this era of rate-raising, circulation
and despite the

COMPASS

Has Not Reduced Its
Has Not

INSTEAD it has enlarged and improved its magazine. We guarantee, as always, a million and a quarter, net (A. held at \$5.00 an agate line, with the usual reduction big best edited, strongest and most productive magazine read the

AS LONG as it is humanly possible, COMPASS
to absorb all losses due to the skyrocketing

The Audit Bureau of Circulation report, recently issued gives total average distribution for the period audited of 1,319,300, exce ter which we guarantee and on which rates are based.

Contracts now will reserve the present rate through 1917.

W. H. GANLEY, P.

New York Office: 1628 Astor Hall
WALTER R. JENKINS, Jr., Representative

August 1916

circulation-cutting and size-slicing—
 spite the High Cost of Publishing—

COMFORT

Size No Increased Its Rates

appearance and contents and is increasing its circulation.
 (A. B. C. figures on request). Our advertising rate is
 big space. And COMFORT continues to be the biggest,
 the small-town and farm field.

COMFORT will continue to burn its own smoke—
 the cost of doing business.

gives COMFORT a net paid circulation of 1,261,569 and a
 excess distribution of 69,306 *above* the million and a quar-

7. Why not take this up with your agency today?

GANNETT, Pub., Inc.,

Augusta, Maine.

Chicago Office: 1635 Marquette Bldg.
 FRANK H. THOMAS, Representative



Last year the 170,000 Catholic subscribers for EXTENSION MAGAZINE — answering its appeals — co-operated to give \$334,000 for EXTENSION charities.

Now, EXTENSION is making a special appeal for advertising co-operation, to the buying heads of 2310 picked Catholic Institutions:

— enlisting their active aid to insure big returns to certain EXTENSION advertisers; and,

— giving each Institution a permanent Buyer's Guide, containing, besides much other information of value, each advertiser's largest advertisement, a 400-word story of his product and a return order-postcard.

This effective CO-OPERATION PLAN will divert much of the \$15,000,000 they spend annually into new channels — perhaps into yours.

LET US TELL YOU MORE ABOUT IT.

Extension Magazine

"More than 170,000 subscribers, the cream of America's 16,564,109 Catholics."

F. W. HARVEY, Jr.
General Manager

LEE & WILLIAMSON
Eastern Representative

JAMES K. BOYD
Advertising Manager

General Offices: 223 West Jackson Boulevard, CHICAGO, ILLINOIS
Eastern Advertising Offices: Flatiron Building, NEW YORK CITY

Member Audit Bureau of Circulations

Strict Regulation of Political Advertising in Owen Bill

Author of the Proposed Law Outlines to PRINTERS' INK the Reasons for Tightening Up of Government Control of Such Advertising

Special Washington Correspondence.

POLITICAL advertising must be marked as such, according to the newly revised Corrupt Practices Act just reported to the United States Senate by the Committee on Privileges and Elections with a recommendation for its passage. Furthermore, if this bill is enacted it will become unlawful for any person to withdraw or threaten to withdraw his advertising from any newspaper or periodical for the purpose of influencing its attitude on political questions.

In spite of the fact that the new act is pretty strict,—more strict, indeed, than the original draft, in hedging about political advertising with rules and regulations, its author, Senator Owen, assures PRINTERS' INK that he has been grievously misunderstood or misquoted by the advertising men and the publications that have ascribed to him a desire to limit political advertising or prevent it altogether.

"Far from seeking to discourage political advertising," said Senator Owen to PRINTERS' INK, "I would encourage it because I believe that it is one of the greatest forces for good that we have. But I would have all such advertising plainly marked and have it signed or otherwise give evidence on its face by whom it was inserted and in whose interest it is published.

"As for the provision in the revised act against the manipulation of advertising patronage as an influence for the dictation of political policy, that strikes against one of the greatest of possible evils."

The original Corrupt Practices Act provided that during any campaign no newspaper or other periodical should publish gratuitously any letter or communication on any political subject composed by any person not an officer, edi-

tor or employee of the publication unless the real name of the author be appended.

Under Section 17 of the original bill it was stipulated that no publisher of any newspaper or other periodical should insert either in the advertising columns or elsewhere any paid matter (paid for directly or indirectly) intended to influence the voters at any election "unless at the head of said matter is printed in twelve-point type the words 'Paid Advertisement'" and unless there was also at the head of the advertising matter a statement of the name of the candidate or political committee in whose behalf the advertisement was inserted. Furthermore, the price paid or contracted to be paid for the advertisement must appear at the head of the copy along with the "Paid Advertisement."

To reinforce the stipulations thus made there was inserted another clause of that same section wherein newspaper and periodical owners, publishers and employees were prohibited from accepting or soliciting, directly or indirectly, any payment or compensation for the publication of political matter other than that marked "paid advertisement." Finally, there was the stipulation "nor for such other purpose shall any person withdraw or threaten to withdraw his patronage or advertising from such publication."

PUBLIC SENTIMENT HAS CHANGED

Senator Owen tells PRINTERS' INK that no special incidents or experiences impelled the stiffening of the provisions of the act as lately reported. That the new measure is more drastic in some respects than the old he attributes solely to the fact that, in the interim, public sentiment on this subject has been so aroused that the special sub-committee that co-

operated with him to redraft the bill was moved to include in the revision some needed restrictions which the members had feared, when the first bill was drawn, that Congress could not be induced to accept.

In the revised bill Section 23 is devoted to "Newspaper Publications." The restriction against the publication of letters or communications on political subjects except over the signature of the real author stands much as it did in the original bill. Likewise the requirement for the marking "Paid Advertisement" in "twelve-point caps."—caps. this time instead of lower case,—and for the placarding of the price of the advertisement.

CHARGES MUST BE EQUAL TO ALL

A new provision is embraced in the clause which reads: "No such publisher shall charge for political advertising in excess of his usual and customary charges for commercial advertising. If such publisher shall accept any political advertisement he shall thereupon be bound to accept and publish upon equally favorable terms the political advertisements of all candidates and political committees, provided the advertisements tendered are not libelous, scurrilous or indecent."

Use of advertising patronage as a club to dictate editorial policy is struck at more vigorously in the new act than in the old, the language now being, "No person shall withdraw or threaten to withdraw his patronage or advertising from such publication for the purpose of influencing its attitude on political questions." Linked with that is a provision which prevents any person from offering and any owner, editor, publisher or agent from accepting "pay" for support of or opposition to any candidate.

That Senator Owen and other supporters of this act should have been surprised that this measure should have aroused any opposition in advertising circles is but natural when we take into consideration the fact that it was the general opinion of friends of the

act that, if anything, the bill should benefit advertising interests by restricting all campaign publicity to the paid advertising channels and removing the incentive and the opportunity to spend money for others forms of newspaper and periodical support.

Backing up this endorsement of legitimate paid advertising is Section 25 of the revised act which hits anonymous letters and circulars, heretofore extensively used in some political campaigns, by making it unlawful to send through the mail or in interstate commerce any printed matter designed to influence an election "unless it shall bear upon its face the name of the author and the printer or publisher thereof." In fact, as Senator Owen said to **PRINTERS' INK**, "My act is designed to preserve the freedom of the press and not to hamper legitimate advertising."

Inasmuch as some of the protests against Senator Owen's misinterpreted act and his misconceived position have come from advertising men who during the recent Presidential campaign were conspicuous in political activities it may not be amiss to say that one of the reasons for the insistence in this act for a marking of all advertising matter so as clearly to indicate origin and object is found in certain phases of the advertising carried on during the recent campaign by national defense leagues and publicity associations and other vaguely titled bodies, the precise political affiliations of which could not be readily determined by readers of their advertisements.

J. B. Powell Will Go to China

J. B. Powell, instructor in advertising in the School of Journalism of the University of Missouri, Columbia, Mo., has been appointed financial editor and business manager of an American trade journal published at Shanghai, China. This paper is published in connection with the *China Press*, a daily paper.

"The journal with which I am to be connected," Mr. Powell writes **PRINTERS' INK** "is devoted to the promotion of better trade relations between the United States and the Far East. The National Foreign Trade Council with headquarters in New York City is co-operating in the publication."

SEVEN!

“*****When we went to Ruthrauff & Ryan, they made a great change in our methods, and we have secured results far in excess of anything we have ever had before.”

The above is an extract from a letter written by one of our clients to a prospective customer who inquired regarding our service.

RUTHRAUFF & RYAN

Advertising

450 Fourth Avenue, New York

LOOKING back over the old year, it is gratifying to The Kansas City Star to record these advances:

10,789 Subscribers

A gain in the year's advertising over 1915 of
nearly

2,000,000 Lines

CIRCULATION

	1916	1915	Gain
Evening and Sunday			
City	106,577	102,332	4,245
Country	110,642	104,098	6,544
	<u>217,219</u>	<u>206,430</u>	<u>10,789</u>
Morning			
City	103,620	98,256	5,364
Country	110,721	104,137	6,584
	<u>214,341</u>	<u>202,393</u>	<u>11,948</u>
Weekly	340,549	336,842	3,707

ADVERTISING

	1916	1915	Gain
Agate Lines	16,775,680	14,955,572	1,820,108

The Kansas City Star

Advertising as a Help in Closing Sales

A Description of Some Methods That Have Proved Successful

By C. A. Eddy

ADVERTISERS and salesmen realize that there is no one cut-and-dried method for closing all sales. Circumstances have a great deal to do with just how prospects should be handled, and it is up to each salesman to figure out the methods he will use in getting the buyer's signature.

The purpose of this article is simply to show a few successful methods in which both advertising and salesmanship played their proper parts, but where advantage was taken of advertising plans and methods to get the customers' attention and assist in closing the sale.

Advertising is of advantage to a salesman only when it is used to advantage; in other words, the advertising may be working in a publication and getting the attention of buyers to the article advertised, but how much greater advantage it is when salesmen use these arguments in talking to dealers and sell the dealers on the strength of the advertising, as well as on the merits of the goods. Furthermore, advertising can be used to advantage in selling customers in the retail stores, just the same as the salesman uses it on the road.

VISUAL DEMONSTRATION OF WHAT THE COMPANY WILL DO

A large stove company uses a portfolio which is a combination of the company's advertising plans, letters from the customers, photographs of the dealers' stores, and photographs of the dealers themselves. The portfolio is really a result of one salesman's experiences. He realized that in talking to a new dealer especially, the dealer would naturally discount to a great extent what the salesman told him. He also realized, on the other hand, that if he were able to show this same

dealer, in black and white, absolute facts and figures to back up his statements regarding the kind of advertising the company was doing—letters and photographs from the dealers themselves, regarding the success they had had with the line; photographs of their display-rooms, showing how they displayed the line, and the amount of space they gave to it, together with other information—it would be of great value to him.

The first part of this book contained about fifty reasons why a dealer should handle the line, going into detail, and really selling the dealer at once on the value of this particular line to him. Then followed a large number of pages devoted to letters from dealers, pictures of stores and photographs of the dealers themselves—this in order to sell the dealer on the fact that it was a money-maker for others and should certainly prove so to him. Following the pages of dealers' letters were a number of pages outlining the advertising plans, photographs of the various forms of advertising used; a list of magazines, farm papers and newspapers in the campaign; the line of advertising novelties, booklets, etc., planned for the year; and, in fact, the entire advertising proposition put up in so attractive a manner that the dealer could not get away from it.

This book placed in the salesman's hands gave him a powerful lever for getting business, because he could go into a dealer's store, and in talking over the proposition, lay the book down in front of the dealer and say to him, "Now, it's not what I say about what other dealers are doing with the line, or what I tell you about our advertising plans; here, in black and white, is exactly what



Towering Above All Others.

Everybody looks up to and respects the successful farmer. He is one best asset in every community.

The rest of the world may be madly engaged in a feverish sort of football scrimmage for place or power, but the man with a lot of good land paid for, a home upon it provided with modern creature comforts, a farm possessing suitable general equipment—including always good live stock—is America's most desirable citizen.

He radiates thrift and the sunshine of better things all about him.

Usually you will find that he is a reader of **THE BREEDER'S GAZETTE**. Most men of his type will tell you that the paper has helped them forward.

You can if you wish make a business connection with him through our advertising columns.

Rate, 70 cents a line flat.

THE BREEDER'S GAZETTE

Established 1881 "The Farmer's Greatest Paper" Published Every Tuesday
 Sanders Publishing Co. 942 South Dearborn St.
 CHICAGO, U. S. A.

Member Audit Bureau of Circulations.



George W. Herbert, Inc.,
 Western Representative,
 111 W. Washington St.,
 Chicago, Ill.

Wallace C. Richardson, Inc.,
 Eastern Representative,
 331 Fourth Ave.,
 New York City.

the company will do for you. Don't take my word for it; look the book over yourself—then you can realize just what it means." In this manner, the company put over the proposition and got away from one of the great points that is always brought up to a salesman—the fact that a salesman is liable to exaggerate and a great many times offers no definite proof, but instead asks the dealer to take his (the salesman's) word only for what he says. Furthermore, this book linked up the sales and advertising propositions, tied them up to the line, and backed by the successful dealers handling the line, proved to be one of the best sales helps the company ever used.

A successful salesman for a large scale company found a loose-leaf book of great value to him in his territory. In this book he pasted everything of local interest. For instance, when a dealer would buy an instalment of scales for his store, he would naturally advertise the fact that he had new weighing equipment. He would usually go further than this and bring out the advantages of honest weight to the customers, and the kind of scale he was using. The salesman made a point of keeping all these local advertisements, because he knew that they would be of value to him in his sales work. Furthermore, he wrote down in that book all the different arguments that came up from time to time that he could use in his selling work. The greatest value of this particular book to this salesman, however, was in the fact that it was really a local proposition.

In other words, every argument, every advertisement and every letter in the pages of the book applied to his particular territory. He did not ask the dealer to listen to something he had to say, or something he could read out of the book about the merchant in California; everything he had applied to his own State (Ohio), and the dealer was naturally more interested in what the dealers were doing right around him and

(Continued on page 81)

(R. D. Baldwin is advertising manager of the Simonds Mfg. Co.,
Fitchburg, Mass.)

ASK BALDWIN—



Baldwin wanted a new idea for use in magazine advertising. Baldwin's company makes

**SIMONDS
SAWS**

The idea, the illustrations, the text: everything had to tell the story of Simonds Saw quality.

Baldwin put the task up to the Manternach Organization. The Manternach Organization made good.

It was not telling what we could do—it's doing it that counts with Baldwin.

Let us show you the series of ads—then ask Baldwin.



Constructive Advertising Service

THE MANTERNACH COMPANY

M. C. Manternach, President,

HARTFORD

CONN.

Boston Globe First in 1916

In Total Lines of Advertising
Printed

In Total Lines of Automobile
and Accessory Advertising

In Total Number of Want and
Classified Advts Printed

Total Advertising

Total lines of advertising printed in the Boston papers,
having Daily and Sunday editions, during the year 1916 was:

GLOBE	. . .	9,665,316
Second Paper	. . .	9,099,484
Third Paper	. . .	5,970,440
Fourth Paper	. . .	5,515,425

(The above totals include all of the advertising, wants, classified and display, printed in the various papers during 1916.)

Automobile Advertising

Total lines of Automobile and Accessory advertising printed in 1916:

GLOBE	. . .	1,067,719
Second Paper	. . .	801,807
Third Paper	. . .	432,269
Fourth Paper	. . .	398,992

Want and Classified Advts

Total number of Want and Classified advertisements printed during 1916:

GLOBE	578,347
Second Paper	230,151
Third Paper	110,370
Fourth Paper	93,632

In placing business in the Globe's territory, its tremendous circulation in the Greater Boston District should always be considered.

The Globe enters the year 1917 with a greater net paid average circulation, Daily and Sunday, than ever before in its history.

To get your share of the trade of the best clientele in New England, plan to use liberal space in the Boston Globe during the present year.



PROF. CHARLES WM. BURKETT
Editor *American Agriculturist*

WE hear not a little talk these days about service; some of it is real, much of it is nothing. But those of us concerned with making *American Agriculturist* each week think that we are giving real service—service that benefits not only each subscriber in the *American Agriculturist* family, but every man who touches these people, whether reader, subscriber or advertiser.

We have just issued a booklet for our subscribers, telling all about the *American Agriculturist* Service Bureau—which is yours for the asking.

This book is chock full of real offers of service—and is well worth your reading. If you haven't seen this booklet, better send for a copy.

If you'll read it you'll see that we do a real service with one hundred per cent. added to it. This booklet is not used to get new subscribers, but is sent when a subscription is received. It is used, not to attract new people, but to enable actual subscribers to profit in the largest way, by reading *American Agriculturist* each week, and by securing an individual service not found on the printed page.

For the first ten months of 1916 Orange Judd Service Bureau received 7,428 inquiries and collected a total of \$10,366.56, representing claims against railroads, express companies and other corporations.

Do you wonder why *American Agriculturist* has become the largest single force in benefiting agriculturé, and in becoming endeared in the 125,000 farmhouses in New York and nearby States?

Charles W. Burkett

Editor, *American Agriculturist*.

ORANGE JUDD COMPANY
315 Fourth Avenue, New York City

what they said, than he was in the testimonials or advertisements of far-away merchants. Furthermore, when a dealer installed a system of scales in his store, he was glad to have the salesmen get the details and paste them in his book. Every dealer has a certain amount of pride in new equipment, and is anxious to have others know just what he is doing. The fact that the salesman interested himself to this extent in what merchants were doing proved of great value to him. As a matter of fact, he considered this book one of his greatest assets in selling the line.

GETS DEALERS TO THE HOTEL TO WITNESS DISPLAY

Another salesman successfully uses all the company's advertising matter by pasting it on sheets, and then making a point of getting dealers to come to his room in the hotel. In the meantime, after the appointment is made, he goes to the hotel and arranges to display all his literature around the room. He fastens up all the various forms of advertising in a neat and attractive display. He arranges the line of goods he is selling so that they will show to advantage. Then, when the dealer comes in, he offers him an easy chair, and they are able to go over the entire proposition uninterrupted. Furthermore, the salesman is better able not only to get the dealer's attention at that time, but he can show all the different forms of advertising to far greater advantage than would be possible in the merchant's store.

This salesman found that he was handicapped in trying to get the dealer's attention in his office, because as soon as they were started on the proposition, the dealer was interrupted, and naturally lost the thread of the talk. The success that this particular salesman has had in using this plan shows conclusively that in many instances it could be used by other salesmen.

In taking up further this question of getting the buyer's attention, a progressive furniture dealer, who is featuring a popular

line of stoves, uses a plan that has been of great assistance to him for several years. This dealer has several rooms or booths fitted up to show his various lines. For instance, in one case he will have the room fitted up as a parlor, showing a base-burner and parlor furniture. Another room will be made up as a model kitchen, to show coal and wood stoves; still another is a gas kitchen, to feature the line of gas stoves. When the salesman finds out the kind of stove the customer is interested in securing, he then takes him to this special room, where the door can be closed and the customer's attention kept on the stove in which he is interested. There is nothing to distract the customer's attention; no other stoves are shown in that room, and the dealer has found it a great advantage, because the customer is able to concentrate on the one proposition.

Another advantage of this quiet room is the fact that the customer will see exactly how the stove looks, whether it be for the kitchen or living-room, and a great many times it is just this suggestion that is needed to put across the sale.

One salesman is a great believer in the chart method of selling. For instance, his experience has shown him that if he can show by comparative charts the advantages of his line of goods over a competitor's, and show a dealer exactly what it means to him when buying, the latter is certainly going to be more convinced of the value of the line shown him, than would be the case if he simply had to take the salesman's word for it. Another thing, pictures tell more than pages of talk, and this salesman has found that by having a chart, one side of which shows the goods he is selling, giving the different tests made for strength, another for quality of material, another showing the accessories furnished, and another the kind of material used—and then, on the same sheet, like data on competitor's line, he is able to put before the dealer or the buyer the exact facts which

the latter is interested in knowing.

The chart is made by the engineering department and is absolutely accurate. It is plainly lettered, and is made purposely easy to read and understand, so that anybody at almost a glance will get the idea which the chart is intended to convey. In connection with this, the salesman lists on special sheets a great many sales suggestions and arguments. As he talks, the salesman turns the pages of his chart, and shows exactly on the chart what he would otherwise try to tell in a sales talk. In this manner, the salesman not only tells the customer all the vital points which he wants him to get, forgetting none of them, but also makes it easy for the prospect to get the story quickly.

The chart can be rolled up and carried either under the arm or in a grip. This plan has been of great sales value, because it carries out the idea that people will get what is shown them in plain, easily understandable diagrams, when they might not get what you try to tell them by word of mouth.

HELPFUL WITH DEALER'S LOCAL ADVERTISING

Several very successful salesmen are able through their study of advertising to give the dealer valuable assistance in writing his local advertising. Experience has shown that where the dealers will, in a great majority of instances, use advertising furnished by the factory, there are hundreds of instances where special local copy, applying to their own conditions, is of greater value to them. It is not always possible to get proficient copy-writers to do this work, nor is the dealer always in position to write his own advertising; but if the salesman has the ability to do so and can give suggestions it enables the salesman to get in closer touch with the dealer, not only giving him the benefit of his suggestions, but assisting him to a great extent in getting results.

This is not a suggestion that all salesmen should be advertising writers, but simply shows the value which a fair knowledge of

advertising is to the salesman, and where he can be of great assistance to the customer as well as to himself.

It depends, of course, to a great extent on local conditions and just what the salesman is planning to do whether the above would be of value to him; the kind of dealers he has to work with, and conditions in his territory. It is a fact, however, that these plans have been successful when used as described. One of the reasons why more salesmen are not selling as many goods as they should is because they are not following clean-cut, definite sales lines and proving of real assistance to the dealer, giving him the kind of information he wants, and putting it up in such a manner that he can absorb it readily and realize its value to him.

Metal Lath Makers to Conduct Market Investigation

The Council of Advertising Managers of the Associated Metal Lath Manufacturers, whose organization was announced in *PRINTERS' INK* last July, has determined to conduct a co-operative market investigation to ascertain the possibilities of merchandising metal lath. The result of the investigation will be used in planning a co-operative campaign of advertising.

C. S. Clark Leaves Cincinnati

C. S. Clark, who has had charge of the business of the Western Newspaper Union in Cincinnati, has been transferred to a similar position in the Cleveland office. This has necessitated his resignation from the presidency of the Cincinnati Advertisers' Club, where he is succeeded by L. K. Oppenheimer.

Advertise New Auto Device

The Hamilton Corporation, of Lancaster, Pa., is advertising the Hamilton Multometer, a combination mileage, oil, gasoline and speed indicator, in weekly magazines and trade papers. The company is a subsidiary of the Hamilton Watch Company.

Advertising Manager of Peck & Peck

George E. Follett, who was connected for several years with the American Lithographic Company and also with Gillespie Bros., printers, has been appointed advertising manager of Peck & Peck, New York hosiery concern.

The Power of Advertising— and Its Limitations

The following unusually strong and clearheaded statements are quoted from a paper by Mr. F. E. Price, Vice-President in charge of advertising, Anderson Electric Car Co., and read before a convention of "Detroit Electric" dealers:

"To-day advertising plays a most important part in sales development. How greatly important it is can scarcely be calculated.

* * * * *

"Yet, despite the value of good advertising as a method for increasing sales, it must not be considered a cure-all.

"Advertising will strengthen, assist and promote, but it is not a magic method of winning success.

"Just as advertising plays its part, it also has its place. Advertising has probably never saved any business or product fundamentally weak or wrong, yet it has been responsible for the greater success of many businesses fundamentally strong.

"After all, advertising is nothing more or less than a common sense, modern way of interesting people in your product and at a less expense per prospect than if you used salesmen entirely. It is a labor-saving, expense-reducing adjunct to your sales force.

"If any of you men think that advertising will sell Detroit Electric cars, or even bring prospects into your salesrooms, it would be better to discard those notions right away. It will not do that, and we do not expect it to.

"All that can be rightfully expected of Detroit Electric advertising is to favorably impress and interest prospects. It is entirely up to you to get out and gather in your prospects and make the sale. To expect more of advertising or less of yourselves is to shirk your responsibilities."

Incidentally, the campaign of the Anderson Electric Car Co. is very clearly demonstrating the power of

Electrical World

in assisting the sales development of electrically operated products.

McGRAW PUBLISHING CO., Inc.

239 West 39th Street, New York

Engineering Record

Electrical World

Electrical Merchandising

Metallurgical and Chemical Engineering

Electric Railway Journal

Members Audit Bureau of Circulations

The greatest volume
of advertising ever
carried in a single
issue of any auto-
mobile publication

139,013 agate lines
appeared in
January

MOTOR

*February MoTor is
the Annual Chicago
Show Number.*

*Final forms close
January 10th—15th*

MOTOR

C. B. AMES, Business Manager
119 West 40th St.
New York City

Getting Results from the Farmer Sales Agent

How Some Concerns Are Using Him to Get Distribution—The Kind of Business He Is Best Fitted to Handle

ONE of the most prominent manufacturing concerns in the country, which had been distributing an important product in the agricultural field through farmer-agents, recently changed its policy in this regard and is now selling through country merchants.

This is mentioned to suggest that, while the idea of having farmers handle selling work among farmers looks attractive, there are often obstacles to its successful operation. One of the principal difficulties is maintaining a permanent organization.

"We have had practically to remake our sales organization every season," said the sales manager of the concern referred to, a short time before the change of policy was announced. "We have been able to get good results during the active selling season, but during the off season our agents have forgotten their relations with us, and it has been up to us to go out and get new representatives every year in the majority of cases."

This suggests another difficulty of the farmer-agent proposition; namely, that the farmer himself is a busy man for six or eight months of the year, and during that time cannot be expected to devote a great deal of his time to other people's affairs. Moreover, the inactive season on the farm is also a season of bad weather, which in many parts of the country means bad roads. That indicates the difficulty of getting around, and when these and other factors are considered, one might readily arrive at the conclusion that farmer-agents are not especially desirable connections.

However, one of the country's progressive concerns, well known in the mail-order field, has made its success in just that way—by selling its goods through agents,

most of whom are farmers carrying on regular farm work. The methods it has used in getting satisfactory results from this kind of organization makes an interesting story, especially for the house which has had its troubles in this connection.

FARMER-DEALERS SUCCEED HERE

"In the first place," said the man in charge of sales-promotion work for the mail-order concern, "we have found that our best agents are evolved from customers. Putting it a little differently, we get most value from our display advertising in the mail-order publications, describing our goods and appealing for agents only incidentally through the interest aroused on the part of farmers who want to use the article and later on become interested in selling it.

"This, I believe, is due to the fact that the farmer does not regard himself as qualified to sell anything. If you were to try to persuade a horny-handed son of the soil that he was qualified to go out and sell goods he would laugh at you. But when you have interested him, by your advertising, in the use of your goods and have persuaded him to give them a trial, he will speedily see the value of the product, if it possesses real merit, and will realize that other farmers will be interested in it also. From that position to agreeing to handle the sale of the goods in his neighborhood is a short step, and we have found many of our customers ready to take it.

"A good many people have wondered why we have used such big space in papers not particularly prominent as mail-order mediums. This is the explanation: while apparently seeking sales, we have really been striving to get customers who could be converted

into selling agents. The customer doesn't realize that he is going to be a salesman, but it doesn't take long to bring about the change."

On account of the reluctance of the farmer to assume the rôle of salesman, which to him suggests the smooth city chap who comes around canvassing for a "patent combination" tool which will do everything except rock the baby to sleep, this concern has found it advisable to feature the free-trial proposition.

"We are very careful," the sales manager explained, "to make it clear to our farmer customers that they are not expected to argue their friends and neighbors into taking the goods. All we want them to do, it is pointed out, is to show the article and get the prospect to use it. Then, after thirty days, the agent goes back and gets either the money or the goods. The farmer who is considering representing us is thus impressed with the fact that the responsibility for making the sale is not on him, but on the product itself—which, in our opinion, is just where it should be.

"We think the day has passed when goods can be sold to the farmer by mere cleverness. You have got to have something of substantial value, and, as indicated, even then the farmer is suspicious and wants a chance to try it out before he buys. This is because he has been stung a good many times by the smooth talk of the stranger with the attractive 'new-fangled' outfit of one kind or another.

"That is the best argument, by the way, in favor of the farmer-agent. He is known among the people of his own community, either by reputation or personally, and there is not the distrust which is so likely to handicap the efforts of the outsider, who must rely on his conversation to put things over."

A concern which has made a big success of selling to farmers is doing most of its business at present on an accessory which must be replaced at fairly frequent intervals, and it lays most stress

on the importance of this business in holding its representatives in line.

"The article which is sold outright, and which does not carry any kind of accessory business with it," said the head of this company not long ago, "is, in our opinion, unsuited for doing business through farmer-agents. In our case every sale of the article itself means business later on in the form of supplies. After the agent has sold a certain number of outfits, he can't afford to drop the business, because the accessory feature means a steady profit for him, entirely apart from the sale of new goods.

"It's a good deal like renewal commissions in life insurance. You can't build up a successful agency until a good many of your star producers are making money out of their renewals. After they have reached the point where this amounts to considerable, you couldn't pry them away from the agency with a crowbar, unless they could take the renewal commissions with them.

"We have built up a fine organization of farmer-agents and it is constantly growing. We attribute our success in holding our men to this single feature of having a line of supplies which must be used by the consumer, who, therefore, becomes a permanent customer of the agent, in the same way that the agent becomes a permanent representative of our house. We have a fair number of agency replacements to make all the time, of course, but the big percentage consists of those who have not developed enough business to make their accessory trade an important factor."

THE HANDICAP OF BAD ROADS

Several of the leading magazines have been carrying, in their classified columns, an advertisement of a Chicago sales manager who addresses himself to farmers with automobiles or "rigs." The fact that those who are without improved methods of getting around are not even considered for agencies seemed significant, and the sales manager, who used

Better Distribution for Specialties

Manufacturers of specialties who are finding difficulty in obtaining proper distribution or representation for their products should consider the possibilities in the hardware field.



The hardware man is usually the town's liveliest tradesman—the best rated, most alert and progressive dealer in the vicinity. He is looking for high-grade side lines which he may handle profitably.

That's why manufacturers of vacuum cleaners, motor accessories, cutlery, clocks, watches, fountain pens, thermos bottles, electrical devices, etc., are meeting with such splendid results in their trade advertising in **HARDWARE AGE**.

Our subscribers include all the big jobbers, many of their traveling salesmen, and substantially 85% of all the retailers rated at \$5,000 or better, in addition to several thousand merchants of lesser rating. The gross circulation is well over 17,000 weekly.

Let us help you develop a plan to win this important trade for your products. Our Merchandising Research Bureau and Service Department stand ready to co-operate in finding the right way to present your story—and doing it.

Hardware Age

The Text Book of a Trade

239 West 39th Street.

New York City

A Wonderful Record Year for the NEW YORK WORLD

**LEADER in
Advertising**

**LEADER in
Circulation**

OFFICIAL ADVERTISING FIGURES

Lines of advertising printed in New York morning papers during 1916.

(Compiled by the Statistical Department of the New York Evening Post.)

NEW YORK	World's
WORLD	Lead
New York Times.....12,767,920	1,214,974
New York Herald.....9,330,895	3,437,025
New York Tribune. 4,424,553	8,343,367
New York Sun.... 4,083,647	8,684,273

**MORE THAN A MILLION
AND THREE-QUARTERS**

1,780,257

Separate ads were printed in The New York World During the Year 1916.
Beating THE WORLD'S Previous
Record Year of 1912 by

219,700 Separate Ads

(Morning and Sunday Editions Only)

78,744 MORE

Than Were Published in the Herald, American, Times and Sun Combined.

LEADER in Public Service

The remarkable prestige of the NEW YORK WORLD as an advertising medium is built upon the rock foundation of circulation and satisfaction.

FIRST IN THE FIRST CITY

The net average daily circulation of The World (Evening and Sunday editions excluded) for the year 1916 was..... **377,194**

**TWENTIETH CENTURY GROWTH
OF THE NEW YORK WORLD.**

1900 - - - 241,462

Net average per day
(Evening and Sunday Editions Excluded)

1905 - - - 290,485

Net average per day
(Evening and Sunday Editions Excluded)

1910 - - - 358,274

Net average per day
(Evening and Sunday Editions Excluded)

1915 - - - 373,737

Net average per day
(Evening and Sunday Editions Excluded)

1916 - - - 377,194

Net average per day
(Evening and Sunday Editions Excluded)

THE WORLD'S Increase in Circulation is Shown by these figures:

MORNING WORLD

Average Net Circulation for 1916. 377,194

Average Net Circulation for 1915. 373,737

Average Net Increase Per Day.. 3,457

SUNDAY WORLD

Average Net Circulation for 1916. 501,583

Average Net Circulation for 1915. 469,071

Average Net Increase
Per Sunday..... 32,512

EVENING WORLD

Average Net Circulation for 1916. 407,381

Average Net Circulation for 1915. 399,680

Average Net Increase Per Day.. 7,701

his own name and not that of the company in the advertisement, was asked to explain.

"That feature," he replied, "is the outgrowth of an interesting experience we had with a representative in central Ohio. He started out conservatively, but soon began sending in orders at a rate that made all of our other agents look like pikers. We wondered how he was able to put the proposition over so well, and so I jumped on a train and went down to see him.

"The reasons for his success were self-evident: he was a plugger, and he had an automobile. Both features were necessary, of course, but without the auto he could not have piled up the business as he was doing. Instead of staying in his own neighborhood, he went all over the county. Then he went into adjoining counties, and ultimately covered a large portion of that part of the State. He simply accomplished wonders for us, and so we decided that we would concentrate on those similarly situated, and confine our attention to farmers who had rigs and could get around over enough territory to insure a chance at substantial business."

This also meets the difficulty referred to at the beginning of this article, namely, that bad roads occur at the very time when the farmer has most leisure, and thereby make it impossible for him to make the most of his spare time. With a horse and buggy or an automobile equipped with tire chains, a farmer can get around in almost any kind of going, and is able to make good use of his time during the winter months.

MODERATE-PRICED GOODS BEST FOR FARMER-AGENTS

The farmer-agent system seems to be the best adapted to the sale of goods carrying a moderate price, as in that event the business can be handled on a cash basis, the agent sending the money for the goods, and the manufacturer thus being able to run on a very satisfactory basis as to accounts. In a case of this kind,

also, the account is in the agent's name, rather than in those of his customers, which is a further advantage from the bookkeeping standpoint.

When the product is sold at a relatively high figure, credit arrangements must often be made, the matter of credit investigations crops up, in which the farmer representative seldom can give much assistance, and the manufacturer often finds himself with a lot of farmers' paper on hand, instead of profits which can be figured on a cash basis. The company which switched from farmer-agents to dealers, as described at the beginning of this article, found the credit element one of the most difficult to take care of, and because of the greater experience of implement dealers and others in handling the farmers' trade, it was decided that it would be an advantage to have them look after sales which had to be made on a time basis.

Another angle on the farmer-agency situation was furnished by a manufacturer who admitted frankly that as soon as his product was definitely established, he expected to sell through regularly established dealers.

"Our article is a good deal of a novelty," he explained, "and requires considerable educational work. The average dealer, especially in rural districts, dislikes to handle anything of this kind, but puts into stock only staple articles for which there is a well-defined demand. We would be unable to get sales of consequence if we confined our distributing methods to the dealers.

"We have sold a good many outfits by mail, and a good many more through farmer-agents, however, and the product is becoming well known. In fact, we are beginning to have inquiries from dealers here and there, and while we will always protect the interests of the agents who are now selling our goods, the chances are that we will ultimately find it to our advantage to sell through the regular trade channels. But that is a matter for the future to decide."

The Winning Fight of Newspapers Against Inaccuracies

What Some Leading Dailies Have Done to Make for a True Statement of the Facts

By Frank Leroy Blanchard

ADVERTISERS, who themselves have struggled to make their copy strictly accurate, are in position to have a fellow feeling for the publisher who is confronted by the tremendously greater task of keeping his columns free from erroneous statements.

Take the newspaper, as an outstanding example. Into the offices of a great daily swarm thousands of facts and near-facts each twenty-four hours. They fairly hurl themselves at the poor wights who do "desk work." With a time-limit that approaches with, as it seems, lightning speed, the reporters and the editors must sort the facts from the oceans of rumor and present them in orderly and readable style for the deliberate inspection of a not over-charitable public.

The wonder is that newspapers have so few mistakes. Count the separate and individual facts that make up your morning or evening paper. *There are thousands of them!*

But mistakes do happen frequently enough to prove that newspapers are run by ordinary fallible beings. Yet the papers in the past few years have been erecting a heavy set of wire entanglements against the assaults of inaccuracy, and it is with this system of defense that this article has to deal.

ATTEMPT TO CORRECT AN ERROR CAME TOO LATE

Two years ago the New York newspapers published a dispatch from Philadelphia announcing that Augustus Thomas, the playwright, had died in that city. The announcement came as a shock to Mr. Thomas' many friends who had not even heard that he was ill. It subsequently developed that

Mr. Thomas, the playwright, was not dead; he had been confused with another man who bore the same name. The news association that sent out the item discovered the error and notified its clients, but not soon enough to prevent the original dispatch from appearing in the papers.

As it often happens, however, many of those who read the first announcement, including myself, did not see the correction and hence were considerably astonished to read in the papers a few months later that Augustus Thomas was to act as toastmaster at a dinner to be given in New York City!

Readers of newspapers who find semi-occasional inaccuracies in their favorite morning or evening daily, wonder why it is that errors of this sort are allowed to appear in print in such reputable publications. They know nothing of the machinery of news-gathering, of the many chances there are for mistakes to be made; or of the painstaking efforts that are constantly taken to deliver to them a dependable record of the day's happenings in the entire world. Every known precaution is exercised in selecting editors, reporters, correspondents, and news associations to insure a correct presentation of news events, and yet in spite of them all, inaccuracies do sometimes creep into their columns. No newspaper has an errorless record, probably none ever will have. The same is true of other classes of publications. It is generally agreed by journalists, however, that there has never been a time when the newspapers contain as few errors as to-day.

Twenty-five or thirty years ago the best dailies contained many mistakes. These were not due to

Strathmore Quality Papers



Finding a Paper fit for Packard Automobiles

ONE of the problems that beset the advertising man is to produce printed matter that does its subject justice in appearance as well as in words.

Packard, for instance, wanted a paper for their famous "*Ask the Man Who Owns One*" booklet that would express the "Refinement" and "Exclusiveness" of Packard Automobiles.

They selected a Strathmore Quality Paper of such distinctive texture, substantial weight and beautiful finish that it is in harmony with the Packard Idea.

They found the paper that says their say.

"Paper Does Express" is the name of a graphic demonstration of Strathmore expressiveness. "Selective Mailings" is another Strathmore publication with an important message to advertisers, great and small. Both booklets are free upon request. Strathmore Paper Co., Mittineague, Mass., U. S. A.



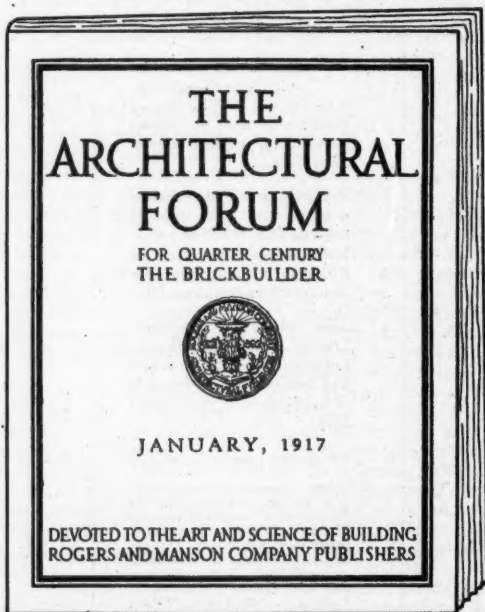
"PAPER DOES EXPRESS"

A NEW NAME FOR A TWENTY-FIVE-YEAR-OLD PUBLICATION

Beginning with the issue for January,
The Brickbuilder will be known as

The Architectural Forum

Here is a reduced facsimile of the
cover carrying the new title:



Let us send you an advanced copy of our editorial prospectus for 1917

Rogers and Manson Company
Architectural Publishers

Main Office and Editorial Rooms
85 Water Street -- BOSTON

Advertising Department
42 West 39th Street, NEW YORK

a deliberate disregard of facts, but to faulty methods of news gathering and to overconfidence in the reliability of both correspondents and reporters. Moreover, the idea seemed to be prevalent among the metropolitan newspapers that if errors did find a place in their columns no one had a right to demand the publication of a correction. If you will look over the old files of newspapers you will probably not find a single correction or apology. The paper was always right, it was infallible.

EARLY ATTEMPT AT ACCURACY

When Joseph Pulitzer purchased the New York *World* in 1883 he impressed upon the members of his staff the necessity of accuracy in their work and posted on the walls of the city-room placards printed in big black letters bearing the words "Accuracy, Accuracy, Accuracy," in order that they might not forget his instructions. Slipshod reporting was discouraged, editorial writers and copy-desk men were keyed up to detect errors; carelessness was deemed inexcusable. In time the *World* became known as a newspaper whose statements of facts could be accepted without question.

But in spite of all precautions mistakes appeared in the paper, and sometimes unjust statements were made about people. Complaints regarding inaccuracies or unfair treatment were for a long time investigated by various members of the staff. Ralph Pulitzer, as chief executive of the *World*, in 1913 concluded that these complaints ought to be handled by a bureau established for the purpose in order to insure greater efficiency, and, perhaps, a more intelligent handling of them. Isaac D. White, for many years one of the *World's* ablest staff members, who had had considerable experience in special investigation work, prepared a plan for carrying on the bureau which was finally adopted. Mr. White was made director, and, assisted by several capable staff members, has conducted the bureau ever since. When I asked him what the Bu-

Notice of Advance in Rates

We desire to announce that beginning with our first issue in January, 1918, we will guarantee a **net paid** circulation of 170,000 copies per week. Our rate on that date will advance to ninety cents per line flat.

Any advertiser may have the benefit of our present rate of eighty cents per line covering any space used up to and including our issue of December 29th, 1917, but no orders will be accepted from now on covering insertions at the eighty cent rate beyond our issue of December 29th, 1917.

It will not be necessary, therefore, for you to enter any reservation orders for your customers in connection with this raise, as we will protect, at the eighty cent rate, advertisers using any issues of our paper up to and including our issue of December 29th, 1917.



Member A. B. C.



DALLAS, TEX.

RALEIGH, N. C.
BIRMINGHAM, ALA.
MEMPHIS, TENN.

170,000 Class Circulation (White People only)
Per Week

Carries "No Fakes For Man or Beast or Fowl"

Geo. W. Herbert, Inc. Wallace C. Richardson, Inc.
Western Representatives Eastern Representatives
Conway Building 331 Fourth Avenue
Chicago, Ill. New York, N. Y.

Thank You—

for helping make 1916 the biggest and best year in the history of THE SYRACUSE HERALD.

Important gains were made in circulation and advertising—each month registering a substantial increase over the same month in 1915.

Herald advertising supremacy and merit were again evidenced by the volume of paid local and foreign display advertising printed—a total of 6,422,813 agate lines, and an increase of 449,358 agate lines over 1915 (the largest previous year)—leading the second paper by approximately 1,620,000 agate lines and the third paper by approximately 1,708,000 agate lines.

In addition The Herald printed 230,056 classified advertisements, 110,876 more than the second paper and 89,621 more than the third paper.

THE SYRACUSE HERALD

Foreign Representatives

THE N. M. SHEFFIELD
Special Agency

Tribune Bldg. Heyworth Bldg.
New York Chicago

reau of Accuracy and Fair Play had done for the *World* during the three and a half years it has been established, Mr. White said:

"The Bureau of Accuracy and Fair Play now in its fourth year has given the *World* a reputation that it must live up to in every copy that it prints. From an experiment it has developed into a permanent institution. Its influence for good has been growing constantly from the beginning, and will, I believe, continue to increase automatically and in an ever-widening ratio, just so long as an honest and persistent effort is made to live up to the standard we have reared.

"Everybody connected with the paper, even to the most remote foreign correspondent, has been impressed with the idea that accuracy and fair play are of primary importance in running a newspaper, and the operations of the Bureau serve as a constant reminder. Every day in the year adds to the number of readers who, by personal experience or otherwise, learn of our aims and efforts in this direction.

"To the co-operation of our colleagues the results accomplished are really due. Many of those in the home office had been battling for accuracy and fair play long before the Bureau was thought of, and they were quick to recognize the benefits of an efficient system organized and operated on practical lines. Without their support nothing could have been accomplished.

"The card-index records of the Bureau have convinced some otherwise very good men that they were careless and inaccurate and they have been benefited and braced up thereby. A limited number of habitually careless men have been eliminated and a few outside correspondents have been dropped for deliberate faking.

"While the primary object of the Bureau was to improve the paper, we have endeavored to spread the gospel of accuracy and fair play generally wherever newspapers and newspaper makers are found. To this end we have given

The Pittsburg Press Exceeds Its Own World's Record

During 1915 The Pittsburg Press carried 15,808,800 agate lines of paid advertising, the greatest volume of advertising carried by any newspaper in the United States.

During the year just closed (1916) The Pittsburg Press carried

18,202,926 Agate Lines

paid advertising, surpassing The Press' own former record by a

Gain of 2,394,126 Lines in 1916

as against a gain of 1,318,394 lines in 1915.

This unprecedented volume of business not only reflects the *Steady, Continual Growth of The Press*, but shows also that the advertiser, whether local or foreign, display or classified, automobile or financial, recognizes the superior value of

The Pittsburg Press

Largest Circulation

Greatest Result-Getter

O. S. HERSHMAN, President-Editor

H. C. MILHOLLAND, V. Pres. & Adv. Mgr.

New York Office, Metropolitan Tower

Chicago Office, Peoples Gas Bldg.

I. A. KLEIN, Manager

JOHN GLASS, Manager

ANNOUNCEMENT

Robert Frothingham

has acquired an interest in the

IVAN B. NORDHEM COMPANY

and became associated with our New York office on January 15th, 1917.

Mr. Frothingham needs no introduction to the advertisers of this country. During his long connection with the publication field and latterly with Poster Advertising, he has built up an enviable reputation for ripe advertising judgment, wise merchandising counsel and constructive business ability of a high order.

We welcome him into our organization, because he measures up to our ideal of what a Nordhem man should be, and because his addition to our staff enables us to broaden the value of our service to Nordhem clients.

IVAN B. NORDHEM COMPANY

Marbridge Building

Broadway and 34th Street, New York

PROGRESSIVE POSTER ADVERTISING
in the United States and Canada

wide circulation to the Bureau's reports among journalists and teachers and students of journalism."

Among the newspapers that have followed the example of this paper are the *St. Louis Republic* and the *Milwaukee Journal*. At the time of the inauguration of the *Republic's* bureau, in 1915, its objects, as set forth in the announcement, were "to investigate complaints of inaccuracy and unfairness in news and editorial articles and to publish corrections and retractions when deserved. A record of all complaints is kept to the end that connections with untrustworthy correspondents and news agencies may be brought to an end, and that the careful and the careless reporters may each receive his due. The plan followed is that of the *New York World*, to which the management gives due credit."

The *Milwaukee Journal's* bureau, which was also established in 1915, was placed under the direction of three of the chief members of the staff—William M. Ledbetter, managing editor; Roy M. Edmunds, night editor, and William V. Brumby, city editor. Its purpose, as stated at the time, was "to remove from American journalism, as far as possible, the tendency to inaccuracy with which it is constantly reproached."

PUBLIC APPRECIATES ACKNOWLEDGMENT OF ERROR

Much of the credit for the adoption of the *World's* fair play policy is due to Bradford Merrill, for eleven years managing editor or financial manager of that newspaper, but now publisher of the *New York American*. He believed that the prevailing practice among newspapers of ignoring complaints and refusing to print corrections was wrong and so he laid down two rules for the guidance of his editorial staff: (1) All complaints must be investigated at once upon receipt and if the *World* is found to be at fault a correction must be printed forthwith. (2) All corrections must be frankly and fully made—half-hearted or equivocal statements are not permitted. In

talking to me on the subject a few days ago, Mr. Merrill said:

"One reason why publishers formerly refused to rectify mistakes was the old-fashioned theory that printing of corrections would weaken public confidence in their reliability. In my opinion this is not true. The prompt acknowledgment of error is an evidence of a desire to be just and do the right thing by those who may have been harmed by the published misstatement."

"Samuel Bowles, editor of the *Springfield, Mass., Republican*, one of the greatest of American journalists, held to the old-fashioned idea. There was a rule in force in his office that no corrections were to be made in the paper. One day a farmer entered Mr. Bowles' office, and, in an indignant and angry manner, threw a marked copy of the paper down on his desk and exclaimed, 'Read that!'

"Mr. Bowles looked inquiringly at the farmer for a moment and then picked up the paper and perused the article to which his attention was directed. It told how a farmer living in the country near Springfield, had, during a quarrel, killed his wife and then had committed suicide by hanging himself from a beam in his barn."

"Well," said Mr. Bowles, 'What about it?'

"I'm the man referred to in that piece," exclaimed the farmer, with much warmth. 'I didn't kill my wife and you can see I didn't commit suicide. I demand a retraction.'

"Mr. Bowles looked mildly into the eyes of the angry farmer, noted the strength of his frame and the size of his fists. Then he quietly said:

"It is against our rules to print corrections of any kind."

"I don't care what your rules are," shouted the man. 'You've got to print a correction. I'm not a murderer or a suicide and you've got to say so in your paper.'

"The editor thought for a moment and then said: 'We cannot violate our rules. The only thing we can do is to say that you were

cut down before you were dead."

"The newspapers of to-day are more accurate than they have ever been before, because they have better material to work with. Formerly the reportorial staffs were largely recruited from the composing-room and from the graduated office-boys. These men possessed the news sense and were good writers, but because of the lack, in many cases, of even a high-school education, they made many mistakes. To-day the young men who enter newspaper work come from the schools of journalism, from the colleges and universities or from other institutions of learning. The schools of journalism are doing excellent work. It is just as possible for these institutions to ground their students in the fundamentals of journalism as it is for the law schools to ground their students in the principles underlying the practice of law.

"Inaccuracies are not as excusable as they were once. The five highest-salaried reporters we have on the *American* owe their position in part, at least, to their ability to state facts just as they are. Three of them have legal minds—that is, the ability to judge news values impartially; the ability to investigate a subject or story and get at the truth.

"Nine out of ten libel suits brought against the newspapers are purely speculative. They are often founded upon trivial or inconsequential mistakes. Many never come to trial, and those that do are not usually successful. When I was on the *World* we had a rule—and the same rule is in force on the *American*—that when a summons was served in a libel case an investigation was immediately made to ascertain whether the charges against the paper were well founded. If it was ascertained that the *World* had done an injustice to the complainant, an article retracting the offending statement was printed in the next edition of the paper. Its prompt appearance was evidence that, while the libel had actually been committed, the *World*, as soon as it discovered its error,

had printed a retraction. While this act did not, when the case came to trial, affect the status of the libel, it was taken into account by the court in fixing the amount of damages awarded.

"The old way of handling libel suits was to send the complaint to the newspaper's attorneys for investigation. A young lawyer or a clerk was assigned to do the work, which might take him three or four weeks to complete. Newspaper men are better able to make these investigations than lawyers' clerks because of their experience in running down news stories. On the *World* the men who were the most skillful in this kind of work were Isaac D. White and Gus Roeder. Mr. White has done splendid work since in organizing his 'bureau of accuracy.'"

The New York *Times* maintains no bureau of accuracy and fair play, but pays careful and considerate attention to any complaints it may receive. City Editor Graves told me that there is never any hesitancy about printing corrections of mistakes.

"We endeavor to be fair to everybody," he said. "Therefore, if we have inadvertently printed a misstatement we are only too glad to make amends by publishing a correction when desired. It is a curious fact, however, that many people who complain about errors do not want us to print a correction because it will unduly emphasize the original statement. They sometimes ask that we call the attention of the members of the editorial staff to the mistake, so that it will not be made again. This we invariably do.

PREVENTS REPETITION OF ERRORS

"The *Times* has an extensive 'morgue,' or department in which newspaper clippings about people and upon almost every subject are filed. When corrections are sent us the attention of the manager of the department is called to the matter, so that he may file with the original clipping the published correction, or if not, a statement setting forth the facts. If this was not done an error once made might be repeated

JOSEPH RICHARDS COMPANY

INCORPORATED

FOUNDED



IN 1874

ADVERTISING

NINE EAST FORTIETH STREET NEW YORK

This is the new name and letterhead of the advertising agency founded by Joseph H. Richards and later conducted under the style of

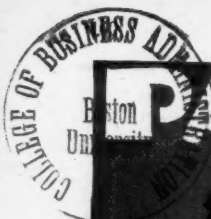
JOSEPH A. RICHARDS & STAFF, Inc.

The new name (effective January eighth) is at once a reminder of the founder and a more accurate symbol of the present organization and personnel.

In making this change we feel sure of the good will of our friends in the agency field as well as that of our clients and many acquaintances among advertisers and publishers of newspapers and magazines.

JOS. A. RICHARDS

President



PRINTERS' INK

PARSONS

**OLD HAMPDEN
BOND**

— the paper that
says WHO you
are as plainly
as it says what
you have to say



Your letterheading

should be as much in keeping with your business or profession as the Old Hampden Bond on which you choose to write, because it suggests quality.

That you may have the proper letterhead, Parsons has published a "Handbook of Letter Headings"—a text book of the principles of good letterheads—easy to comprehend, readily applied. You will find it eminently helpful.

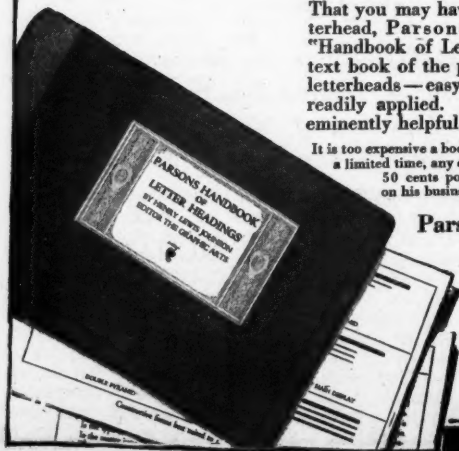
It is too expensive a book to send gratis, but, for a limited time, any executive can buy a copy 50 cents postpaid if he writes for it on his business stationery.

Parsons Paper Co.

Dept. 16

Holyoke, Mass.

*Paper makers
since 1853*



later on by some writer who had occasion to use the information contained in the clippings.

"On receipt of a complaint, we at once make an investigation to establish its truth or falsity. Sometimes we have been able to show the complainant that the *Times* was right and that he was wrong. If, however, we find that we were at fault we gladly print a correction.

"We adopt every possible precaution to insure the accuracy of our articles before they are published. The incorrect spelling of names is a common fault of both reporters and copy-readers. For several years all such mistakes have been brought to the attention of those who made them, the result being that members of the staff are much more careful in this regard than they were formerly.

"Some queer errors are made by compositors as well as by writers. For instance, in a death notice recently published the deceased person, a man, was referred to as 'the beloved wife of Isabel,' when it should have read 'beloved brother of Isabel.'"

A record of mistakes made is kept by the city editor—that is, they are filed under the name of the writer who is responsible for them. While there is no specified limit to the number that may be made before the dismissal of the one responsible for them takes place, it is generally understood that a man who is habitually making errors will not remain long on the paper.

Much attention has been directed to the New York *Tribune* during the last two years because of its aggressive campaign against misrepresentative or fraudulent advertising. While many publishers have applauded its efforts in this direction, not all have been willing to go as far in excluding some kinds of advertising copy. Naturally, the *Tribune*, in carrying out the policy it has adopted regarding the character of advertisements it will accept, has also followed a similar policy regarding editorial matter.

\$6,030

Was collected in subscriptions during the month of December, which makes a new record for

Golfers Magazine

45 of these subscriptions received were for 5-year periods.

2,000

agate lines of popular resort and hotel advertising were published in the January issue.

Have you received a copy of the "new" large size?



J. B. HASTIE, Sec'y and Adm. Mgr.

GENERAL OFFICES, MONADNOCK BLOCK, CHICAGO ILL
EASTERN OFFICE 52 VAN DERBILT AVE., NEW YORK, NY

Friday

We believe that there are a number of advertisers who want all of their printed matter to be good advertising as well as good printing.

Let us be your man. "Friday" in matters of printed publicity. We have had the experience, we have the equipment and we give intelligent co-operation.

Ask for our booklet.

ARROW PRESS, INC.

Day and Night Service

320 W. 39th St., NEW YORK

Telephones: Greeley 329, 330, 331

WANTED

An Out-of-the-Ordinary

COPY MAN

Who can CREATE a Distinctive STYLE

The man we are looking for will fill an important position in a medium-sized, progressive agency. At present, he is probably with some other advertising agency, "putting over" copy that "rings the bell" with hard-to-please clients—copy that is unquestionably producing gratifying results.

In other words, the man we want must be able to write strong, clean-cut, convincing copy—full of life and pull—that will send the consumer to the dealer to *buy* the article advertised.

He must, above all, be *original*, and have a capacity for *creating new ideas* and then be able to write the finished ad in such a way that it will get an Okay from the most discriminating advertising manager.

It is a hard position for a man to fill; and we fully realize that men capable of holding down such a job are exceedingly scarce.

If you consider yourself a high-grade copy man of exceptional ability, please submit samples of your work to PROVE it; and write us in detail regarding your experience, references and salary desired.

Communications will be treated in the strictest confidence, and samples returned if postage is sent.

"C. A.," Box 208, care PRINTERS' INK.

"The aggressive work done by the business department of the *Tribune*," said W. E. Moore, the city editor, "in behalf of honest advertising, has had a reactionary effect upon the editorial and news departments. The members of the staff have become more careful, as well as more critical in preparing matter for publication. When errors slip through we are glad to make amends in any reasonable manner that is desired. I am pleased to say, however, that the number of corrections we have been called upon to make is much smaller than formerly."

The New York *Sun* is prompt in printing retractions of mis-statements. Kenneth Lord, the city editor, in speaking to me on the subject of inaccuracies in the news, said:

"Many of the alleged errors in newspapers are not errors at all. Officials and men in the employ of corporations or big business concerns, when interviewed by reporters, talk without authority and say things that while correct, should not, for various reasons, in the opinion of the heads of departments or managers, have been made public. They, therefore, write to the newspapers, denying the statements attributed to them, and demanding a correction, hoping in this way to protect themselves from the consequences of their own folly. It is needless to say that the scheme does not work very well, either with the *Sun* or any other independent newspaper.

"Then there are cases in which men prominent in national or city life have made statements to reporters which, when published, reflected so little credit upon them that they forthwith declare they never made them. In such instances we stand by the reporters.

"We have to rely upon the integrity of our reporters and correspondents, whom we select with great care. Sometimes they make mistakes—no one is infallible—and when they do, we make whatever amends are desired—usually a printed correction."

Divorce cases probably cause more trouble for the newspapers

RESPONSIBILITY

The turn of many a sale in every line of business hinges on the responsibility of the manufacturer. A certain engraver or printer receives an order because the customer is assured of the result. The most obvious reason for the constantly growing demand for Beck plates all over the country is our absolute assumption of final responsibility. It is so obvious that we seldom mention it.



THE BECK ENGRAVING COMPANY
PHILADELPHIA NEW YORK

Change of Rate

Commencing February 1st
1917, the rates for space in

JOHN BULL

LONDON

ENGLAND

will be

PER
PAGE**\$750**FACING
MATTER

Scale of charges giving full particulars will be
forwarded post free on request.

Philip Emanuel
Advertisement Manager

ODHAMS LIMITED
85-94, LONG ACRE
LONDON, W.C.

A Job is Looking for a Man

One of our clients—a national advertiser—has asked us to find the right man to fill a position in his Advertising Department. If this man must have a title he will probably be called “Assistant to the Advertising Manager.”

His office, by the way, will be in New York City.

What the job is

The chief duty of this man will be to write, edit and publish a house organ to the trade. He will also be in charge of window displays, window cards, electros for dealers' local advertising and be expected to handle the correspondence with the trade on all such matters.

Therefore, what kind of a man

This requires an able man, a clear, simple, forceful writer, with some knowledge of retail store-keeping or experience as an editor of a house organ or the ability to learn so rapidly that nobody would guess the lack of previous experience.

If you are the man

If you are the man we should be glad to have you write us—fully and in confidence. Your letter will be forwarded to our client in confidence.

Please do not call. Please do not have “friends use their influence.” The right man is asked to *write about himself*.

CALKINS & HOLDEN
INC.
ADVERTISING

250 FIFTH AVENUE, NEW YORK

than any other kind of news. The New York *Herald* will not print anything about the bringing of a suit until the papers are actually filed. Reports of proceedings at trials are made from the court records. Hence, it is a comparatively easy matter to insure the accuracy of statements made at the time. Important interviews, when put in type, are submitted to the persons seen by the reporter. If not O.K'd, they are not printed.

"In passing upon news stories it is necessary for the editor carefully to consider probabilities," said Charles McD. Puckette, city editor of the New York *Evening Post*. "Statements are made which, although you may not know whether they are correct, don't look right. Recently a news story came through in which a man of some prominence as a scientist said that it cost the United States Government only 8 cents a day to feed its soldiers. The statement was so improbable that I had no hesitancy whatever in cutting it out.

"The *Evening Post* has no bureau to look after complaints. Every case is considered by itself. Sometimes Mr. Garit, the managing editor, takes them in hand and sometimes I look after them. Whenever we find that a mistake of any consequence has been printed in our columns we do not hesitate to acknowledge our fault in the paper. And we don't bury it in one of the back pages, either."

These are only a few of the papers that are doing pioneer work to make their columns accurate. Others on as large or a smaller scale are trying to fight for true statements of things as they are.

In the prosecution of this work the advertising columns are never thought of. But the effort makes for greater believability, not only of editorial but of advertising columns.

Ben Goldberg, formerly of the Brooklyn *Eagle*, has joined the advertising division of the Chevrolet Motor Company, New York.



"PRINTED SALESMEN"

give you what you want,
when you want it.

They do not *talk* quality,
service and efficiency but
produce them.

*Established more than fifty years. The
largest high grade job printers in the world*

The Lakeside Press

R. R. Donnelley & Sons Co.

Chicago, U. S. A.

Most of the firms that advertise in

PHYSICAL CULTURE

have a definite line on its
value, for more than 90% of
them key their advertise-
ments.

It was necessary to add a sixteen
page ad-form in our February
issue, just closed, to take care of
increased business.

February carries 3,584 lines (16
pages) more of advertising than
any previous issue.

New York Office: Flatiron Building
O. J. ELDER, Manager
Chicago Office: Peoples Gas Building
W. J. MACDONALD, Manager

Member of Audit Bureau of Circulations

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 MURRAY HILL. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1720 Lytton Building, 14 E. Jackson Blvd., J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$75; half page, \$37.50; quarter page, \$18.75; one inch, \$5.60.

JOHN IRVING ROMER, Editor.

NEW YORK, JANUARY 11, 1917

Cold-Storage Should Be Advertised

Not long ago a number of newspapers carried scare-head stories about a consignment of eggs which changed hands a dozen times or so while reposing coolly in a storage warehouse in Jersey City. Each time the eggs were sold the price went up a cent or two, and it was rather strongly intimated that the cold-storage system was in some way or another responsible for it.

That is only one out of a great multitude of instances in which cold-storage has been rather loosely blamed for the high prices of food products. Just now the storage industry is threatened with a flood of regulatory legislation—time-limit laws, stamping laws, etc.—the chief danger of which is in arousing further prejudice against cold-storage products. Isn't it about time that the industry took some steps to spread accurate and trustworthy knowledge about itself?

PRINTERS' INK has from time to time recorded the progress of local campaigns for cold-storage products, but no widespread advertising campaign has been attempted which would give the general public an understanding of the real functions of the food warehouse. All that many people can see is that somebody buys food when it is cheap, holds it until it is higher in price, and sells it at a profit. The warehouseman is only a party to the "conspiracy," and there is the above-noted tendency to make him responsible for whatever speculation takes place while the product is in his care. The public ought to have a clearer understanding of the subject, and a national advertising campaign on the part of the American Association of Refrigeration would do more than any other one thing toward that end.

Rotating the Sale

In any discussion on retail salesmanship it is usually pointed out that a clerk is missing an opportunity when he neglects to rotate the sale, or, in other words, when he does not try to sell the customer more than he had intended to buy. Many seem to judge the efficiency of a clerk on his ability to sell the shopper things that he had no intention of purchasing when he went into the store. Whether or not this is good policy is an open question. There are at least two sides to it. Much has been said in favor of it. It might be advisable for manufacturers to give some consideration to the other side of the argument.

Many shrewd retailers go so far as not to allow their clerks to rotate sales. Others permit it only within very carefully prescribed limits. These retail merchants claim that the average person resents being led on to buy more goods. They say that most clerks are not capable of suggesting additional purchases without giving offense, and that many customers are lost in this way. These retailers contend that many buy-

ers are easily influenced and can be readily induced to buy things which they later regret. Other buyers are sensitive and must be handled with great delicacy. Unless the clerk is a good judge of human nature, he may try his salesmanship on the wrong person and thus lose a patron for the store.

It is a growing practice in many good stores to let the customer do the buying. No open attempt is made to "sell" him. It is the function of the establishment to cater to his wants, after they have been created by the advertising of the manufacturer plus the advertising, merchandising and displays of the store.

This does not mean that the clerk is being made an automaton with no chance to exercise his selling ability. Quite the contrary, the new methods call for a higher order of ability. Rotating the sale and influencing the mind of the customer are still done, but so cleverly that the buyer is not conscious that he is being "sold."

Displays are arranged so as to help the clerk suggest an additional sale. For example, toothpaste, toothbrushes, mouth washes and dental floss are all shown together. When a person buys one, the display itself suggests other articles in the same line. The clerk may help along the idea by putting his hand on the mouth wash and at the same time look questioningly at the customer. The up-to-date merchandiser is a veritable genius at arranging displays in this fashion, so that the clerk can use his selling skill without giving offense.

The well-trained retail salesman leads his brief conversation on until the customer actually asks for the thing the clerk wishes to sell him. Suddenly the buyer finds himself saying, for instance, that he has trouble making his tie run in his collar. Whereupon the clerk shows him a little device for overcoming this very difficulty. Price only fifteen cents. Many merchants have their salespeople suggest just one other article after the original purchase

has been made. The clerk must use his judgment as to what it will be. It is usually suggested by the conversation of the customer.

So it seems that rotating the sale is anything but a questionable practice, if it is done tactfully and courteously, according to the newer methods. Manufacturers cannot be too lavish in giving this sort of information to the great rank and file of the retail trade. It is selling help of the most practical sort.

Figuring the Actual Cost of Advertising Space

Advertising space, as has already been shown at some length in **PRINTERS' INK**, is in the anomalous position of a commodity which is rapidly rising in cost, and at the same time is declining in price per unit. The cost of producing an agate line of advertising space is, roughly speaking, in the neighborhood of 25 per cent higher than two years ago, yet the price of that same line per thousand copies is, in the case of newspapers, around 18 per cent less. In this connection an outline of a method for determining the actual cost to the publisher of advertising space, given to **PRINTERS' INK** by Louis Wiley, business manager of the New York Times, may be of interest:

"The value of white space," says Mr. Wiley, "is determined by the quantity of circulation, character and quality of the newspaper, as well as its organization, cost of raw materials, ratio of advertising space to news matter, and sale price of the paper.

"The reduction of the above to a mathematical problem is accomplished by taking the total operating expense—raw materials consumed, manufacturing expense, editorial space and salaries, administration and selling expense, interest, fixed charges and depreciation—and crediting to the total of these amounts the revenue from circulation sales. The balance that remains represents the cost of the white space in the newspaper, and must be paid for

by that proportion of white space allotted to advertising columns.

"To illustrate, let us assume the following arbitrary figures:

Average daily circulation.....	250,000
Average pages daily.....	18
Average pages Sunday.....	80
Average operating expense per page.....	\$300
Income from circulation per month.....	\$70,000
Fixed ratio of advertising columns to total columns.....	40 per cent

"These figures give a total number of pages per month of 788, and an operating expense of \$236,400; from which, after deducting the circulation revenue, we have \$166,400, representing the cost of the white space.

"The ratio of advertising columns of 40 per cent of total columns allows 2,522 columns to be sold to cover this expense. Each column represents an expense of \$66 to the publisher."

How many publishers figure out the actual cost of their space by any such method we have no means of knowing. But it is certainly being done more often than was the case even a few years ago. The general reduction in the price of space per unit is due to a number of causes, chief of which, perhaps, is the increased volume of advertising. But the elimination of free reading-notices, rebates, inside prices, and the like, has had a good deal to do with it, and those reforms are in no small part due to recognition of the fact that the publisher is manufacturing a product which has a definite value.

Help for the Exporter That latent possibilities are inherent in certain organizations founded on a purely social basis is indicated by the experience of the Japan Society of New York. Originally founded for the purpose of entertaining distinguished government officials, statesmen and merchants from the Flowery Kingdom who might visit the city, this association has gradually enlarged its scope until now it has undertaken an advertising campaign to let the public know its desire to furnish information

to tourists as to routes of travel, hotels, and places of interest to visit; and to business men data concerning commercial conditions, needs and opportunities. As the society renders this service free of charge, and has no income except from membership, its unselfishness is apparent.

It seems to us that the example of the Japan Society might be followed to good advantage by many similar organizations. International associations, of which there are several, could be of great assistance in more actively promoting a kindlier and more intimate relationship between America and the countries they severally represent than exists at present. They should become centers of accurate information concerning the resources of the countries, their trade and social conditions; their opportunities for the investment of capital, their markets, the kinds of goods in greatest demand, distribution costs, business customs, etc.

If there ever was a time when associations of this kind could be exceedingly helpful to American manufacturers and merchants, it is now. Here we are at the beginning of a new era in export trade that is big with possibilities. Ours is the only great country that can amply supply the needs of other nations.

Even though this is a "sellers' market," the most far-seeing of our business men have not closed their eyes to the future and the desirability of cultivating foreign markets to a greater extent than in the past. Information should be supplied through the advertising columns of the newspapers and magazines by those organizations that are in intimate touch with the people of distant lands and understand their needs.

Benjamin Akin in Car Advertising

Benjamin Akin, who recently resigned from Huyler's after serving that organization for several years as sales and advertising manager, has become associated with the national department of the Street Railways Advertising Company, New York.

THE CENTURY

is not primarily a fiction magazine. This magazine attained and holds its distinctive position because of its articles on current social and political problems. Nevertheless

EDWARD J. O'BRIEN

in his review in the Boston Transcript of Jan. 6, 1917, of

"The Best Short Stories of 1916"

says:

1

The Century printed more short stories of "still greater distinction," stories worth re-reading, than any other magazine in America, and

2

The Century printed more short stories of permanent literary value than any other magazine.

This gives our advertising friends a glimpse behind the scenes. It shows you what the modern Century is like. Are you reading it? It is edited for men like yourself. Not only in its short stories, but especially in its serious, authoritative articles

THE CENTURY
is a magazine of distinction.



Over Eight Thousand Automobile Dealers returned these post cards

BEFORE the Third Annual Motor Supplement of the Metropolitan was issued over eight thousand automobile and accessory dealers all over the country wrote us asking us to be sure and mail them a copy.

Hundreds of dealers have returned the post cards in the Supplement asking for dealer helps, further information about the products advertised in the Supplement, and for the February Metropolitan in connection with which the Supplement was issued. More are coming in every day, and hundreds are being mailed direct to the manufacturers.

The February Metropolitan is the greatest number in our history. It shows an increase in advertising revenue of 50% over the January 1916 number—and this number showed an increase of 22% over that of January 1915.

These gains are largely due to the increase in automobile and accessory advertisers influenced by the Supplement, and shows the remarkable strides the Supplement is making with the 23,000 dealers to whom it is annually sent.

Metropolitan

"THE LIVEST MAGAZINE IN AMERICA"
O. H. CARRINGTON, MANAGER OF ADVERTISING

The Metropolitan carries more automobile and
accessory advertising than any other
general monthly magazine.



JANUARY MAGAZINES

VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES FOR
JANUARY(Exclusive of publishers' own
advertising.)

STANDARD SIZE

	Pages.	Agate Lines.
Review of Reviews.....	101	22,817
Harper's Magazine.....	79	17,752
World's Work.....	78	17,528
Scribner's	56	12,614
Atlantic Monthly.....	46	10,450
Century	44	9,978
Everybody's	39	8,736
Red Book.....	27	6,048
Photoplay	25	5,732
Munsey's	24	5,566
St. Nicholas.....	24	5,539
Motion Picture Mag.....	24	5,489
Popular (2 Dec. issues)...	21	4,956
Wide World.....	16	3,724
Ainslee's	15	3,570
Snappy Stories (2 Jan. is- sues)	13	3,117
Blue Book.....	12	2,896
Smart Set.....	10	2,240
Bookman	3	868

FLAT SIZE

Cosmopolitan	201	28,854
Metropolitan	105	17,908
McClure's	98	16,807
American	109	15,635
Hearst's	65	11,050
American Boy.....	38	7,714
Boys' Magazine.....	33	5,832
Boys' Life.....	36	5,156
Current Opinion.....	31	4,465

VOLUME OF ADVERTISING IN
WOMEN'S MAGAZINES(Exclusive of publishers' own
advertising.)

	Columns.	Agate Lines.
Vogue (2 issues).....	467	73,925
Harper's Bazar.....	220	37,098
Good Housekeeping.....	216	30,968
Ladies' Home Journal....	94	18,937
Pictorial Review	67	13,471
Woman's Home Companion	63	12,775
Delineator	49	9,931
Woman's Magazine.....	45	9,068
Designer	45	9,047
People's Home Journal....	41	8,282
People's Popular Monthly.	42	8,093
Holland's Magazine.....	39	7,526

The February Metropolitan

was the

Greatest Issue in Our History

More lines of advertising;
more advertising revenue;
greater editorial features;
more of everything that
makes the

METROPOLITAN
"The Livest Magazine in
America"

And with this number
we published our Third
Annual Motor Trade Num-
ber Dealer's Supplement
sent to 23,000 leading
Automobile and Accessory
Dealers in this country.
See the story about the
Supplement on the page
opposite.

Metropolitan

O. H. CARRINGTON
Manager of Advertising

432 FOURTH AVENUE, NEW YORK

	Agate Columns.	Lines.
Southern Woman's Magazine	39	6,902
Mother's Magazine.....	44	6,160
Home Life	34	6,087
Modern Priscilla.....	35	5,998
Ladies' World.....	26	5,340
McCall's	38	5,179
Needlecraft	20	3,946

**VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES CARRY-
ING GENERAL AND CLASS
ADVERTISING**

(Exclusive of publishers' own
advertising.)

	Agate Columns.	Lines.
Vanity Fair.....	264	41,785
System (pages)	155	34,773
Popular Mechanics (pages) ..	151	33,866
Country Life In America.....	146	24,696
Popular Science Monthly (pages)	82	18,500
House & Garden	103	16,387
Garden	99	13,860
Theatre	64	10,787
Illustrated World (pages) ..	47	10,530
Association Men (pages) ..	46	10,304
Arts & Decoration.....	23	9,660
Physical Culture (pages) ..	42	9,422
Field & Stream.....	61	8,723
Outers' Book.....	43	6,270
Forest & Stream.....	41	6,147
Travel	42	5,908
International Studio.....	41	5,766
House Beautiful.....	38	5,685
National Sportsman (pages) ..	25	5,600
Countryside Magazine.....	32	5,498
Outing (pages)	23	5,372
Outdoor Life (pages).....	44	4,928
Golf Illustrated	33	4,667
Extension Magazine.....	22	3,630
Recreation	24	3,366
* The Art World.....	19	2,760

‡ New page size.

* Craftsman has been merged with
this publication.

**VOLUME OF ADVERTISING IN
CANADIAN MAGAZINES**

(Exclusive of publishers' own
advertising.)

	Agate Columns.	Lines.
Canadian Courier (5 Dec. issues)	161	29,894
Everywoman's World.....	91	18,330
MacLean's	97	13,650
Canadian Home Journal... ..	51	10,295
Canadian Magazine (pages) ..	39	8,792

**VOLUME OF ADVERTISING IN
DECEMBER WEEKLIES**

(Exclusive of publishers' own
advertising.)

	Agate Columns.	Lines.
December 1-7		
Saturday Evening Post. 199	33,830	
Life	165	23,130
Town and Country.....	130	21,883
Literary Digest.....	142	20,989
Collier's	97	18,431
Scientific American.....	64	12,961
Independent	75	10,739
Leslie's	43	7,466
Christian Herald.....	37	6,354
Judge	36	5,142
Churchman	27	4,327
Outlook (pages).....	18	4,228
Every Week.....	15	2,846
Youth's Companion.....	13	2,704
Associated Sunday Maga- zines	14	2,693
The Nation.....	18	2,654
All-Story (pages).....	10	2,339

December 8-14

Saturday Evening Post.	214	36,383
Town and Country.....	159	26,719
Literary Digest.....	105	15,442
Collier's	76	14,515
Leslie's	54	9,241
Independent	51	7,140
Illustrated Sunday Maga- zine	27	4,913
Life	34	4,866
Youth's Companion.....	21	4,269
Christian Herald.....	22	3,920
Scientific American.....	19	3,918
Outlook (pages).....	16	3,500
Churchman	20	3,210
The Nation.....	17	2,458
Judge	16	2,314
Every Week.....	10	1,953
Associated Sunday Maga- zines	9	1,776
All-Story (pages).....	4	1,064

December 15-21

Saturday Evening Post.	145	24,755
Town and Country.....	98	16,591
Literary Digest.....	86	12,712
Collier's	57	10,912
Leslie's	29	5,085
Life	32	4,459
Independent	29	4,196
Scientific American.....	17	3,568
Youth's Companion.....	13	2,732
Outlook (pages).....	12	2,688
Judge	17	2,590
The Nation.....	16	2,254
Churchman	12	1,945

	Columns.	Agate Lines.
Christian Herald.....	9	1,693
Every Week.....	8	1,543
Associated Sunday Maga- zines	8	1,467
All-Story (pages).....	5	1,220

December 22-28

Saturday Evening Post.	64	10,970
Independent	54	7,614
Collier's	37	7,151
Literary Digest.....	47	6,883
Outlook (pages).....	28	6,328
Leslie's	30	5,110
Life	30	4,296
Illustrated Sunday Maga- zine	19	3,511
Youth's Companion.....	15	3,114
Judge	19	2,722
Scientific American.....	13	2,662
The Nation.....	14	2,066
Churchman	12	2,019
Christian Herald.....	8	1,492
Every Week	5	1,043
Associated Sunday Maga- zines	5	1,038
All-Story (pages).....	2	636

December 29-31

Literary Digest.....	177	26,149
Saturday Evening Post.	87	14,897
Collier's	29	5,596
Scientific American.....	14	2,908
Judge	19	2,859
Churchman	7	1,225
Associated Sunday Maga- zines	4	885
All-Story (pages).....	3	705

Totals for December

*Saturday Evening Post.....	120,835
*Literary Digest.....	82,175
†Town and Country.....	65,193
*Collier's	56,605
Life	36,751
Independent	29,689
Leslie's	26,902
*Scientific American.....	26,017
Outlook	16,744
*Judge	15,627
Christian Herald.....	13,459
Youth's Companion.....	12,819
*Churchman	12,726
The Nation.....	9,432
Illustrated Sunday Magazine	8,424
*Associated Sunday Maga- zines	7,859
Every Week.....	7,385
*All-Story	5,964

* 5 issues.

† 2 issues.

‡ 3 issues.

RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

(Exclusive of publishers' own advertising)

	Agate Columns.	Lines.
1. Vanity Fair.....	264	41,785
2. Harper's Bazar	220	37,098
3. System (pages)	155	34,773
4. Popular Mechanics (pages)	151	33,866
5. Good Housekeeping... ..	216	30,968
6. Cosmopolitan	201	28,854
7. Country Life in Amer. ..	146	24,696
8. Review of Reviews (pages)	101	22,817
9. Ladies' Home Journal. ..	94	18,937
10. Pop. Science Monthly (pages)	82	18,500
11. Everywoman's World. ..	91	18,330
12. Metropolitan	105	17,908
13. Harper's Mag. (pages) ..	79	17,752
14. World's Work (pages) ..	78	17,528
15. McClure's	98	16,807
16. House and Garden.....	103	16,387
17. American	109	15,635
18. Garden	99	13,860
19. MacLean's	97	13,650
20. Pictorial Review	67	13,471
21. Woman's Home Com- panion	63	12,775
22. Scribner's (pages).....	56	12,614
23. Hearst's	65	11,050
24. Theatre	64	10,787
25. Atlantic Monthly (pages)	46	10,450

Hospitals Like Packaged Foods

Thus far, results from an investigation being made by the *Modern Hospital*, show that hospitals and like institutions are, in a greater number of cases, preferring and using package goods sold under a brand name because of the more sanitary features, great dependability of the goods and more economical serving afforded on the packaged article.

Join Einson, Inc.

Martin Jenter, who has specialized in window-display work, and J. R. Mayers, advertising manager of A. L. Burt Company, New York book publisher, have joined the organization of Einson, Inc., of New York, as president and vice-president, respectively. Morris M. Einson, formerly president, becomes secretary and treasurer.

"PRINTERS' INK'S" FOUR-YEAR RECORD OF JANUARY ADVERTISING

GENERAL MAGAZINES

	1917	1916	1915	1914	Total
Cosmopolitan	*28,854	14,322	16,762	23,268	83,206
Review of Reviews	22,817	22,190	18,298	18,886	82,191
World's Work	17,528	19,936	17,530	17,820	72,814
Metropolitan	*17,908	*20,378	*18,458	*13,107	69,851
McClure's	*16,807	*18,230	12,064	14,100	61,201
Harper's Magazine	17,752	12,404	14,588	14,112	58,856
Scribner's	12,614	9,495	10,080	12,320	44,509
American	*15,635	*9,744	*9,061	*9,867	44,307
Hearst's	*11,050	*12,920	6,477	13,475	43,922
Everybody's	8,736	8,510	8,671	14,224	40,141
Century	9,978	9,394	9,212	9,184	37,768
Current Opinion	*4,465	*6,136	*6,020	*15,543	32,164
Atlantic Monthly	10,450	6,839	4,424	7,056	28,769
Munsey's	*5,566	5,502	7,784	8,302	27,154
American Boy	7,714	6,826	5,641	5,316	25,497
Boys' Magazine	5,832	5,161	6,118	6,583	23,694
Red Book	6,048	5,880	5,488	6,272	23,688
St. Nicholas	5,539	4,711	4,620	3,815	18,685
Ainslee's	3,570	4,004	4,032	5,376	16,982

* Flat size in years marked. 228,863 202,582 185,328 218,626 835,399

WOMEN'S MAGAZINES

	1917	1916	1915	1914	Total
Vogue (2 issues)	73,925	65,081	44,498	56,729	240,233
Harper's Bazar	37,098	25,822	15,624	5,712	84,256
Good Housekeeping	*30,968	12,355	14,490	17,276	75,089
Ladies' Home Journal	18,937	12,680	12,022	13,576	57,215
Woman's Home Companion	12,775	10,749	9,788	10,425	43,737
Pictorial Review	13,471	10,550	9,600	9,100	42,721
Delineator	9,931	9,268	7,570	6,957	33,726
People's Home Journal	8,282	8,063	7,263	7,486	31,094
Modern Priscilla	5,998	8,064	7,560	8,720	30,342
Woman's Magazine	9,068	7,944	6,938	5,724	29,674
Designer	9,047	7,841	6,820	5,738	29,446
Ladies' World	5,340	8,700	8,400	7,000	29,440
Mothers' Magazine	6,160	6,754	6,589	6,660	26,163
McCall's Magazine	5,179	5,092	5,360	5,001	20,632

* Flat size in years marked. 246,179 198,963 162,522 166,104 773,768

CLASS MAGAZINES

	1917	1916	1915	1914	Total
System	34,773	83,026	25,970	27,104	120,873
Vanity Fair	41,785	36,726	14,699	16,906	110,116
Popular Mechanics	33,866	24,528	20,888	25,704	104,986
Country Life in America	24,696	19,152	17,892	24,295	86,035
Popular Science Monthly	18,500	14,042	15,392	14,224	62,158
House and Garden	16,387	10,302	8,872	12,739	48,300
Garden Magazine	13,860	15,540	6,937	9,987	46,324
Physical Culture	9,422	8,176	7,757	8,636	33,991
Theatre	10,787	7,728	6,524	7,598	32,637
Illustrated World	10,530	8,288	6,272	6,496	31,586
Countryside Magazine	5,498	8,427	9,388	7,650	30,963
Field and Stream	8,723	7,434	6,216	5,551	27,924
Travel	5,908	7,557	6,550	6,841	26,856
Outing	5,372	5,841	6,944	8,095	26,252
International Studio	5,766	4,926	6,615	6,440	23,747
House Beautiful	5,685	5,744	5,306	6,795	23,530

251,558 217,437 172,222 195,061 836,278

WEEKLIES (Four December issues)

	1916	1915	1914	1913	Total
Saturday Evening Post.....	*120,835	71,961	65,646	61,991	320,433
Literary Digest	*82,175	59,931	37,959	50,906	230,971
Town and Country	*65,193	*51,292	29,670	48,501	194,656
Collier's	*56,605	38,109	29,191	29,953	153,858
Life	36,751	*31,485	*23,708	32,913	124,857
Leslie's	26,902	*24,488	*22,630	13,897	87,917
Outlook	16,744	*24,248	*18,340	22,630	81,962
Scientific American	*26,017	18,452	13,778	18,852	77,099
Christian Herald	13,459	*18,902	*15,624	*15,456	63,441

Grand Total.....1,171,281 957,850 776,618 874,890 3,780,639

* Five issues.

† Three issues.

WALTER A. JOHNSON

Publisher for the Owners of Leading Class Journals

2 WEST 45TH STREET, NEW YORK

THE FIELD

ILLUSTRATED

GROWTH { Dec. 1913, 800 Lines
Dec. 1916, 26,000 Lines

The foremost periodical for country estate owners and managers, and farmers beyond the ordinary small farm stage. *The Pure-Bred Livestock Monthly.*

\$96 a page, annual or 3 page rate, 420 lines

THE ADVANCE AGRICULTURAL
PUB. CO.

E. M. MURRAY, NEW YORK
F. S. KELLY - CHICAGO

THE ART WORLD

Combining "THE CRAFTSMAN,"
January, 1917.

A sincere, big, beautiful magazine—edited, without fear or favor, under the auspices of a new national art society, now incorporating, with prominent Americans as directors and officers.

The Architectural and Decorative Service is efficient and complete.

\$150 a page, 420 lines

THE KALON PUBLISHING CO.
JAMES A. FRANCIS, NEW YORK

THE AGRICULTURAL DIGEST

27,000 Subscribers

It is in no wise a competitor or antagonist of any other farm paper, but, instead, reviews them all for the common good.

All its name implies and more

THE AGRICULTURAL DIGEST unquestionably fills the greatest existing need in the field of agricultural publishing today.

\$79.80 a page, flat, 420 lines

The NATIONAL AGRICULTURAL
SOCIETY

E. C. MCBRIDE, NEW YORK
F. S. KELLY - CHICAGO

AMERICAN FORESTRY

Over 15,000 members of American Forestry Association pay \$3, or \$2 more than dues, to get their magazine—American Forestry.

Analysis shows about 80% of this membership represents individual wealth and ownership of land in high class towns and country.

The advertising pages represent an intimate intensive selling approach to individuals who buy for their own places, or for the various city, county, state and national park systems.

\$84 a page (420 lines) and
\$2.80 an inch.

THE AMERICAN FORESTRY
ASSOCIATION

Advertising Department
W. B. LITTELL, NEW YORK

Attract First—

The space you buy—in the car, newspaper, or on the billboard—only offers an opportunity to tell your story.

If your advertisement *fails to attract*, the advertising message is *never read*. Your money, your efforts, and the copy are wasted and lost.

The right picture not only *attracts*, but *illustrates, arouses interest and persuades!* And the most effective car cards and advertisements are in *poster style*.

We artists, of the GOTHAM STUDIOS, are *original* and know how to design the *right* picture for you.

GOTHAM STUDIOS
POSTERS
114 EAST 28 ST. NEW YORK
Telephone 6912 and 36

Investigate! Seeing is believing!

Advertising to Hospital Buyers

means advertising to hospital executives. HOSPITAL MANAGEMENT, Chicago, is the only paper in the hospital field edited exclusively for the superintendent, the buying unit. Use architectural papers to reach architects, medical journals to reach doctors, and HOSPITAL MANAGEMENT to reach hospital superintendents. Concentration of this kind is necessary in order to get really worth-while results.

Proposed Hardware Chain to Advertise

A new chain of stores is under way. This time it is the National Hardware Stores, Inc., which has just been formed under the laws of the State of New York, with a nominal capitalization which it is claimed is shortly to be increased to \$1,000,000 of 7 per cent cumulative preferred stock and 60,000 shares of no par value common stock.

A group of successful hardware merchants has been interested in a proposed consolidation of their stores. With this nucleus, the new company expects to broaden out in chain-store fashion, adding new stores in various sections of the country. With this in view, more than a hundred locations within a twelve-hour mail radius of New York have already been investigated. As yet it is not definitely known when the stores will be in operation.

A distinguishing feature of this incipient chain is that it plans to advertise extensively right from the start. There will be central sales, advertising and display departments, from which all promotion activities of the concern will radiate. The publicity will be confined to local and direct mail work.

Since the plans began to develop, an advertising agency was consulted freely for ideas and advice. Using the services of an agent in this way is somewhat of a novelty in organizing chain-stores.

The National Hardware Stores, Inc., intends to use what might be called a super trade-mark. It will be in the form of a price label, tag or sticker, and will be attached to every piece of merchandise sold in the stores. The mark is to be a symbol of service, not a brand of merchandise. It will be an additional guarantee on top of the brand of the manufacturer.

The organizers and moving spirits in this project are W. A. McFadden, formerly with the Simmons Hardware Company, and John M. Gaines, for several years prominently identified with the Remington Arms U. M. C. Company.

Vitagraph Appoints Carney & Kerr, Inc.

The Vitagraph Company of America has placed Carney & Kerr, Inc., in charge of its advertising account. Plans are being formulated for a newspaper campaign to be inaugurated in two cities and afterwards extended to include the principal cities of the United States and Canada.

Package Sausage Advertised to Help Dealers

The campaign in women's magazines in behalf of Iowana sausage, made by Jacob E. Decker & Sons, Mason City, Ia., is designed solely to help dealer distribution. It is not the intention of the company to sell direct to the consumer.

The Overloaded Mails

SHERMAN & BRYAN, INCORPORATED,
Advertising

NEW YORK, Dec. 27, 1916.

Editor of PRINTERS' INK:

The publishers throughout the country are very greatly agitated, and justly agitated, at the proposed increase in postal rates for second-class mail matter, and it certainly behooves the advertising and business interests individually and collectively, as well as the publishing interests, to exert every effort to prevent this bill from being passed.

It does seem very inconsiderate, however, on the part of the publishers when they have a real grievance of this sort to overlook the post-office side of the proposition by flooding the mails during a holiday season such as Christmas with magazines and particularly circular advertising matter. There may be very valid reasons why certain publications must be delivered on Christmas Day, though the writer believes that in most instances the mailing date could have been delayed one or two days without any loss to the publication or to the subscriber, but he is quite confident that there is no possible defense for the sending of circular advertising matter through the mails in bulk form on the part of several publishers as was done this Christmas, probably thoughtlessly, but, nevertheless, very inconsiderately.

SHERMAN & BRYAN, INC.

H. A. LIEBER, Treas.

Record Holiday Sales of 5 and 10-Cent Chains

On Saturday, December 23d, sales of the F. W. Woolworth Company amounted to \$1,629,714, the largest day's business in the company's history. Sales for the corresponding day a year ago fell short of this figure by \$382,536. Sales for seven days before Christmas were \$6,761,736, an increase of \$761,155 over the same period of 1915.

In the week before Christmas the S. S. Kresge Company reported sales of \$1,692,443, an increase of 44 per cent over the previous year, and the McCrory Stores Corporation \$538,297—40 per cent gain over the 1915 period.

Frank James Rascovar Heads Agency

Frank James Rascovar, formerly vice-president of Albert Frank & Company, New York, has been elected president, succeeding his father, the late James Rascovar. Harry Rascovar has been made vice-president, in addition to treasurer, which office he held previously.

Remy in National Campaign

The Remy Electric Company, Anderson, Ind., maker of starting, lighting and ignition systems for motorcars, has begun a consumer campaign in a national weekly. The account is being directed by Theodore F. MacManus, Inc., Detroit.

Sunday

is a real day of rest for the advertiser who knows that his printed publicity is getting absolute maximum returns. If you want to know how you can be sure of absolute maximum returns, ask for our story in booklet form. It tells of real "Salesmanship in Print" service.

ARROW PRESS, INC.

"Salesmanship in Print"

320 W. 39th St., NEW YORK

Telephones: Greeley 329, 330, 331

Plumbing Supplies and Fixtures

In 1915, Trade Papers excepted, we carried more of this class of advertising than any other weekly or monthly.

In 1916 we gained 25% but must congratulate Good House-keeping who put us in second place.

Practically all keyed copy and just another proof that results count.

The House Beautiful

Member A. B. C.

Published by

THE ATLANTIC MONTHLY CO.

New York

Boston

Chicago

EGBERT G. JACOBSON

11 EAST 43RD ST., NEW YORK CITY

Designer of Type Layouts
Monographs, Catalogues and Books

Fine editions designed and privately printed

Mats & Stereos
OF THE BETTER GRADE
QUICK SERVICE
J. T. BUNTIN
INC.
209-219 W 38TH STREET
NEW YORK

GUMMED LABELS
FOR *Your Parcel Post
and Express Shipments*

Insure the prompt delivery of your mail and express shipments by typewriting the name and address of the consignee on a label bearing your business card.

McCOURT GUMMED LABELS IN PERFORATED ROLLS
Are printed for addressing on your typewriter. Gummed labels in rolls are more convenient and economical than the old style flat and loose label. Buy your gummed labels of gummed label specialists.

Send for full particulars and catalogue

McCOURT LABEL CABINET CO.

H. H. BLACK, Pres.

53 Bennett St.,

Bradford, Pa.

Lincoln Freie Presse

GERMAN WEEKLY

LINCOLN, NEB.

Prints nothing but original matter, and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

Cultivate Canada**Ask Us How**

We are on the spot
and know conditions

SMITH, DENNE & MOORE

Advertising Agents Ltd.

Lumsden Bldg., Toronto

Retailer Speaks for Manufacturer in Advertising

The Mersman Bros. Brands Company, furniture manufacturer of Celina, Ohio, is using page space in business papers for a series of talks on furniture selling by a retail salesman. The advertisements are all written in the first person. One of the series reads as follows:

"I never abuse a customer.

"Oh! but you say, 'who does?' Many salesmen do.

"When a salesman, by inference, makes a customer feel that he values the customer's opinion lightly he has abused that customer.

"When a customer wants a furniture style that I know to be out of date, I do not tell him so. I show the style, if I have it, or something near to it. I show the better styles also but I let no word drop that would tend to humiliate my customer.

"And that customer doesn't exist who can make me discourteous. I've sold some pretty grouchy birds, who could say the most acid things, but they didn't get under my hide.

"I am pleasant and obliging and courteous through it all. That is why I am able to sell them. I say to myself—'someone is going to sell these people. I am the fellow who is going to do it.'

"During business hours, at least, I am a gentleman."

Todd Star Salesman in Reel Drama

The Todd Protectograph Company is springing a motion-picture surprise at the district sales conventions of the organization, being held in sixteen cities of the country. The reel story incorporates all the selling arguments of the company, and presents them in true "movie" fashion. The plot centers around the sale of a protectograph to a business man. All the characters in the story are taken by regular actors, with the exception of the hero, who is one of Todd's star salesmen. This man meets all of the difficulties that are encountered in making sales. He goes through all of the "business" of a sale from the approach to the securing of the order. The skillful methods he uses in overcoming objections and in handling an irritable buyer furnish an inspiring object lesson to the salesmen who are watching the picture. The star is very popular with his fellows, and his appearance on the screen among professional actors arouses great enthusiasm among the men.

Jack W. Speare, advertising manager of the company, is the author of the sketch. It is planned to show the picture privately to associations of credit men and other interested bodies.

"McCall's Magazine" Raises Price

Beginning with the February issue of *McCall's Magazine*, the price will be advanced from five to ten cents a copy.

Hotel's Development of New Copy Angle

Under the caption, "The Girl's Day Out," the Adelphia Hotel, of Philadelphia, runs this advertisement in "Poor Richard's Almanac":

"The Wife likes a meal she hasn't ordered, just as you like the one you pick out.

"So why not show her that you've lost none of your skill at selecting a good dinner by asking her to join you at the Adelphia the next time it's the girl's day off?

"If you care to telephone me, ahead of time, I will see that there is a table all set and waiting for you at whatever time you name. And you can count on the service being just exactly right to back up your skill in ordering.

"A few flowers for Mrs. Wife to wear away? Yes, indeed, glad to fix that detail, too.

"And while we're on the subject, let me suggest an occasional Sunday dinner with us—it's a real relief for the whole family, this doing something out of the routine once in a while.

"Yes, indeed, after-the-theater parties are always welcome. The main thing is for you to make yourselves entirely and perfectly at home in your hotel. I'm your resident manager, you know—so tell me what you want.

"DAVID B. PROVAN."

Vanderhoof Staff Additions

E. M. Nolen, formerly of the copy department of the Mahin Advertising Company, and F. W. Thurnau, recently of the Dunlap-Ward Advertising Company, have joined Vanderhoof, Condict & Comrie, of Chicago. Mr. Nolen has become vice-president and director of merchandising.

Illinois University Gives Short Course

A short course for retail merchants will be held January 30 to February 2, under the auspices of the University of Illinois at Urbana. The course is free and consists of lectures and addresses on practical problems of retail merchandising.

E. L. Johnson Joins Manternach Company

E. L. Johnson, advertising manager of the Minute Tapioca Company, Orange, Mass., has become associated with the Manternach Company, Hartford, Conn.

With Guaranty Securities Corporation

M. L. Cady, member of the "Make-It-Pay" department of the Hill Publishing Company, has joined the sales department of the Guaranty Securities Corporation, New York.

First-Class Artist and Idea Man Wanted

Competent to take charge of the art department of a big, high-grade, newspaper advertising cut service. Must be capable of hiring help and handling it to best advantage. Must plan the service in its entirety, furnish and develop new ideas, know where and how to get the latest in men's and women's styles, and all merchandise handled by retailers. Should be particularly capable of thinking up and executing attention compellers, headings (both the design and the wording) and know something about copy writing. Only experienced man will be considered, and the man who is chosen will have to measure up to all these requirements and prove his measurements, besides giving the best of references (not to be communicated without his permission) as to his responsibility and dependability. Write fully stating age, whether married or single, salary wanted, and give full particulars as to where you are working now, what you are doing, where you have worked previously, and what you did there. No attention will be paid to any but applications giving complete information. Address "M. P.", Box 208, care Printers' Ink.

This Agency Wants A COPY MAN

He must write copy that will sell goods.

He must know layouts and how to make them.

He must have a knowledge of art and engraving.

He must have a knowledge of type.

We want a young, ambitious man who has had agency connections. We will pay him what he is worth and pay him more when he is worth it.

Answer sending samples if possible.

"C. M.," Box 209, care P. I.

The Little Schoolmaster's Classroom

"I'VE been advertising in a rather big way for so many years," said the president of a manufacturing establishment, "that I am no longer thrilled whenever one of our advertisements appears. I now look at our advertising as a matter of course, and do not get any more excited about it than I do about any other necessary and inevitable part of the business. However, when I first started to advertise it was different.

"I like to think of the sensation I experienced when the initial piece of copy appeared for my newly patented device. I remember how eagerly I grabbed for the publication, and with what a trembling hand I held it, as I anxiously scanned the pages for that all-important announcement of our little company. When at last I saw it, pins and needles begin to prick my whole body and my eyes filled with unabashed tears.

* * *

"To you hard-headed advertising men, my action at that time may seem strange, but still it should be easy to understand my feelings. Don't forget that for years I had been struggling with that invention. I was called an impractical dreamer. Neighbors said I was wasting my life and neglecting my family. Nevertheless success finally crowned my efforts. Making my product in an old barn, back of my home, I had won at last a small foothold in the market. Shortly afterwards we had to move into larger manufacturing quarters, and I saw that my venture was a 'go,' and that I had something worth advertising. Therefore, the appearance of that first advertisement meant that one of the chief ambitions of my life had been realized. Under the circumstances, should I be blamed for showing sentiment?

* * *

"Schoolmaster," continued this manufacturer, "these fellows who

say there are no heart throbs in advertising are dead wrong. Why the business is replete with them. It takes an unemotional advertiser not to be thrilled at times, especially in the days of his first triumphs. Speaking of heart throbs reminds me of the founder of a well-known watch house. He spent the best years of his life building up his business and perfecting his product, and all the while dreaming of the time when he could advertise nationally. Having at last produced a watch that embodied all his ideals, he prepared to advertise it. Competent advertising counsel was called in, and a good-sized campaign was laid out. No child ever looked forward to the visit of Santa Claus with more eager expectations than this watch-maker anticipated the appearance of his first advertising. But the pleasure of actually seeing it was denied him. About this time he became sick and soon afterward died, having seen no more of the advertising than the rough penciled lay-out of the introductory piece of copy.

* * *

"While most of us manufacturers have got beyond the-thrill-of-a-lifetime stage, I think you will find that many of us are quite vain about our advertising, or perhaps it is because we can advertise. This trait often comes out at the club. It is great sport to stroll leisurely into the lounging-room and find half a dozen members looking at your latest advertisement, discussing it in terms of awe and asking themselves such questions as, 'I understand that advertisement in that one publication alone costs him several thousand dollars. I wonder how he can afford to spend it?' What a pleasure it is to be able to burst in on that group at this juncture and say, 'Why, gentlemen, that isn't an expenditure. It is an investment that pays me handsomely.'

"I know the president of a large company that got tired of hearing his fellow club members boasting about *their* advertising. While his concern is very successful, it was little known outside of the trade. When this man mentioned the name of his company to his friends, invariably he had to iden-

tify it and explain the business and all that sort of thing. This hurt his pride. His line is one of the kind that are supposed to be unadvertisable. He often said so himself. Finally he made up his mind to advertise it anyway. He said that he was willing to invest a few thousand dollars each year

Don't Be Urged

against your will, to find out why more than 12,000 level-headed, sober-minded, soundly sensible business men have parted with money in order that they may regularly read **GOOD HEALTH**. But—if you must know, why, of course, I'll help you all I can by sending a **FREE** sample of the magazine. This offer is good to any up-and-doing reader of "Printers' Ink." Just your name and address on a postal—that's all.

Advertising
Manager

GOOD HEALTH

1801 W. Main Street
Battle Creek, Mich.

PAUL BROWN

COMMERCIAL ARTIST

436 -4- AVE.
NEW YORK 17
ROOM 904

PHONE 7738 MADISON SQ.



**SAVE MONEY ON
ELECTROTYPES
AND MATS.**
HIGH QUALITY WORK, QUICK SERVICE
LET US ESTIMATE ON YOUR LARGE ORDERS
THE SHELDON COMPANY
NEW YORK OFFICE 1870 BROADWAY
PHONE GREELEY 2548

AMERICAN MOTORIST

**LARGEST CIRCULATION
IN MOTORING FIELD**

With quantity plus quality advertisers get in **American Motorist** an exceptional advertising medium circulating in every State in the Union among actual car owners and dealers. Circulation 60,000—98% paid-in-advance subscription—100% mail subscription—no news-stand sales—no subscription solicitors—non-returnable. \$500 increase in mail subscription for last six months.

MAIN OFFICE:

RIGGS BLDG., WASHINGTON, D. C.
Member Audit Bureau of Circulations

PUBLISHERS of Magazines & Periodicals

A NEW YEAR SUGGESTION:

Place the names (only) of the New York Adv. Agencies **DIRECTLY UPON THE FRONT COVERS** of your magazine; **DISTRIBUTE** by S & M Service.

A safe, simple, and low cost method.
Used by many publishers.

N. Y. C. Monthlies—1c a copy.

N. Y. C. Weeklies—1c a pound.

Out of Town Publications—" " "

GET ALL THE FACTS about

Co-operative Service  **Schworm & Mandel**
450 Fourth Ave. Tel. 7205-7206 Mad Sq.

"GIBBONS Knows CANADA"

Is My Opportunity With You?

Successful experience as advertising and sales manager; can handle sales organization, dealer distribution, advertising, direct mail work. Have sold goods to retailers, jobbers and consumer; familiar with local conditions throughout U. S. Have handled men for eight years. Especially informed on small town and farm field. Now employed, but present position too limited. Some manufacturer or agency will find me a good investment at, say, \$5,000. "A. B.," Box 205, care Printers' Ink.

C A T A L O G S	<p style="text-align: center;">PROCESS COLOR</p> <p>CHARLES FRANCIS PRESS is especially equipped to handle and expedite orders for high grade PRINTING Service—the best</p> <p style="text-align: center;">PRINTING CRAFTS BUILDING Eighth Ave., 32nd to 34th Sts. NEW YORK</p> <p style="text-align: center;">HOUSE ORGANS</p>	B O O K L E T S
--------------------------------------	--	--------------------------------------

Back Copies OF Printers' Ink are hard to secure.

Binders will help keep your files complete.

65c. each

Parcel Post Charges Paid

At cost to us of manufacturing and mailing.

**PRINTERS' INK
PUBLISHING CO.**

185 Madison Ave., New York

in letting people know what his company made. Well, that man has been advertising ever since, and I am told that the venture has turned out to be unexpectedly profitable. In other words, that fellow started in advertising to make an impression on his friends and now is keeping it up because he has found that it sells his goods."

* * *

One who reads many solicitations from those who have advertising space or other forms of advertising service to sell cannot help being impressed with the unfairness and tactlessness of considerable of the argument. The man who has space to sell in some publication of limited circulation but personal appeal is sure that advertisements in general publications get little attention. The general-publication man often tells you how tons of the "direct stuff" are thrown into the waste-baskets every morning without a glance, while the direct-advertising man may turn up later in the day to tell you how small a chance you have to catch the fleeting eye of the reader when you are bunched up with scores or hundreds of other advertisements. The fellow who wants to sell you a slogan ad or a novelty with your trade-name or trade-mark on it assures you that only something of this brief character has any chance to be remembered. And so it goes. Few seem willing to look fairly into the advertiser's problem and see that he probably has to adopt several forms of advertising to do his work thoroughly and that each form does a work that the other forms cannot do very effectively. Usually such solicitation as that described is taken by the advertiser as reflecting on his good sense and only serves to create the impression that the people selling advertising, after all, don't know much about what they are offering for sale.

W. Russell Gomez, formerly representing *Harper's Weekly* and for several years with *Vogue* and *Vanity Fair*, has been appointed Eastern advertising representative of the Photographic News Syndicate, New York.

Classified Advertisements

ADVERTISING AGENCY SERVICE

HOUSE ORGAN HEADQUARTERS
Business Men's Advertising Service,
Inc., 37-39 East 28th St., New York.

HAS YOUR AGENCY FAILED?

Details of unique method to secure thorough advertising service await invitation of small advertiser—spending \$10,000 to \$25,000—whose account doesn't justify first-class agency service. Write fully. Reply treated in strict confidence. Box 583.

ADVERTISING FILMS

Advertising plays and educational industrial pictures are made and distributed by the E. I. S. Motion Picture Corp., 205 W. 40th St., New York City.

BALLOONS

Ask **AMERICAN BALLOON CO.**, 38 E. 23rd St., N. Y., for samples of these wonderful trade magnets—the missing link between general publicity and consumer demand. **COST IS TRIFLING.**

BUSINESS OPPORTUNITIES

Agency to Consolidate

New York City Agency specializing and controlling profitable Direct-by-Mail, Trade-Journal and Service Accounts wishes to consolidate with well-rated agency. Box 594.

COLLECTIONS

RESULTS everywhere. Send your slow accounts here for collection. Offices of Benjamin A. Javitz, N. Y. City.

EMPLOYMENT BUREAUS

High grade librarians, private secretaries, stenographers, indexers and file clerks. Service Bureau, 220 Broadway, New York City. Tel. Cort. 4968.

FOR SALE

WRAPPER ADDRESSING OUTFIT

One Belknap Rapid Addressing Machine with No. 2 cutter, taking rolls from four to fifteen inches wide, cutting any wrapper from six to eighteen inches in length; also two L. C. Smith stencil typewriters; two stencil hand rollers; two stencil ink pads for hand rollers; 230 tin stencil boxes, open ends, size $4\frac{1}{4} \times 19\frac{1}{2}$ inches. All in excellent condition. Box 582.

HELP WANTED

WANTED—AN ENGINEERING GRADUATE TO WRITE ADVERTISING COPY on electric railway equipment. State age, experience, and salary. Box 588.

Wanted: Creative printing salesman for well-established catalogue-building establishment. A big opportunity for a clean, straightforward man of experience and ideas. Address The Republican Publishing Co., Hamilton, Ohio.

TOP-NOTCHER ADVERTISING SOLICITOR FOR FOOD PRODUCTS

Must know food manufacturers and agencies. Unquestionable references required. Give full details in your application. Box 586.

Manufacturing department of advertising agency requires young man experienced in ordering plates, printing paper, etc. Salary moderate at start, but good chance to grow. Give particulars as to experience, references and salary wanted. Box 587.

We want a young man who can

and will work himself into a good salaried position as New York advertising salesman for our weekly suburban magazine. You will have to prove yourself on a commission basis, but if you make good there is an opening really worth while. Call or write, Suburban Society, 441 Main Street, East Orange, N. J.

I WISH to hear at once from A Sales and Advertising Executive of strong personality, with ability to select, organize, enlarge and inspire a sales force that will make sales. Must be able to write forceful, convincing, "ginger" letters and conduct a direct advertising campaign—must be long on tact, but able to "drive" if necessary. Preference given Western man, over thirty, now living in New England or New York.

Remuneration will be adjusted on a 20% basis on commission earnings of salesmen—a drawing account of fifty dollars weekly will be allowed for the first two months. If applicant demonstrates ability to make good, seventy-five dollars weekly for the second two months and one hundred dollars weekly for the third two months, a settlement to be made quarterly. Opportunity to increase sales force and earnings is unlimited.

I do not wish to employ nor will I keep in this position a man who is unable to secure enough business to bring his annual commissions to at least seventy-five hundred dollars.

Give all details in first letter. Replies to be considered strictly confidential. Box 576.

I WANT A MAN

with an idea, specialty, novelty or publication, in the Printing, Lithographing, Binding or Paper Line, that will keep my Hundred Thousand Dollar Plant so busy on my own stuff that I can cut out, eventually, competitive work for others. It's the finest plant on the Pacific Coast. Box 592.

Advertising and circulation privileges in successful, leading class publication are offered on nominal guarantee basis. Other interests of present owners make desirable separation of the publishing and business-getting departments. Prefer exclusive perpetuating arrangement with some active solicitor or soliciting agency. Directory, Box 580.

WANTED: A MAN WITH AGENCY EXPERIENCE IN THE NATIONAL AND TRADE PAPER FIELDS AND DEMONSTRATED ABILITY IN THE HANDLING OF HARDWARE, AUTOMOBILE OR BUILDING MATERIAL ACCOUNTS. A PERMANENT AND RESPONSIBLE POSITION ASSURED WITH AN ESTABLISHED NEW ENGLAND AGENCY. Box 578.

WANTED—Young advertising solicitor and copy producer, who has had three years' newspaper experience or over. Prefer young man who has made good in daily newspaper work in a city under 100,000, and who desires to come to a larger daily paper. Must be of good address and appearance and of the best of habits. A progressive, ambitious and energetic man will receive good salary and rapid advancement. Give full particulars in first letter. Address Box 581.

This ad ran in the June, 1916, issue of the *Printers' Ink*. It secured results. The man selected is now employed and has already made progress. Another man is now needed of like ability, character and experience. If you are such a man, write details to above address.

An Accomplished Trade Journalist

is to be developed on the staff of a fast growing automobile weekly. In time, he will become a big man, in his way, commanding attention and respect. His training will begin in the field of accessories. He will familiarize himself with their development and use, and especially with the methods by which they are sold. He will have other broadening experience, as well. Having attained the age of discretion, he will start at a wage moderately commensurate with his past experience, and his income will grow as he grows. He is an upstanding American—by birth and in thought—young and unmarried. As he is unknown to the editor with whom he is to be associated, he is invited to write so much of himself as may be accounted a suitable introduction. Confidentially address "H. A.," Box 596, care *Printers' Ink*.

Advertising Solicitor—A hustling, experienced magazine man, "heavy weight," who can net \$5000 or more a year, acquainted with National advertisers and agents as special representative in Eastern or Western territory of list of old established men's magazines with purchasing power circulation second to none. Exceptional opportunity for right man. References. Box 589.

SALESMAN WANTED**To Sell to Large Advertisers**

We want a man with good ideas—a man who understands store display and who has demonstrated that he can sell window trims, cut outs, transparent signs or similar material on a large scale.

To such a man we are ready to make a most attractive proposal for the handling of the New York territory—straight commission basis only.

(We also need men for Boston and Philadelphia.)

Material is of the highest class and is being used by largest advertisers now and the opportunity in this line is worthy of the top-notchers in this field.

Address replies—by letter only—to H. P. S., care Waldorf-Astoria, before January 16th.

Advertising Solicitors

Convention Number of Official Organ, covering New England. 100,000 delegates and visitors interested. A very big proposition. References required. E. J. Cooney Adv. Agency, Worcester, Mass.

Wanted—Sales and Advertising Manager, a man who can and will grow larger; who will carefully choose the units of a national sales organization that will move irresistibly forward; who can whip into line the laggards of that organization both by the strength of his personality and his ability to project that personality into tremendously inspiring letters. Must be able to conceive and put through to a vigorous conclusion a direct national advertising campaign, that will go hand in glove with the work of his field organization. Preference will be given to a man who has had a successful experience in organizing and directing the marketing of a high-grade specialty or service.

I shall expect to pay the right man every dollar he can earn. I should prefer to pay a fair weekly drawing account for the first few months; then to increase weekly advance according to commission earnings on results secured by entire sales force. Compensation under this arrangement would be limited only by the volume of business produced.

Give complete data (which will be considered confidential) in first letter. W. Isaac Robinson, 45 Bromfield St., Boston, Mass.

MAILING LISTS

MOTION PICTURE THEATRE LISTS.
FRED HAWLEY, 80 FIFTH AVE.,
NEW YORK.

POSITIONS WANTED

ADVERTISING COPY-WRITER—
SUCCESSFUL EXPERIENCE IN
SALESMANSHIP AND PUBLICITY
WORK. CHICAGO PREFERRED.
 Box 585.

Young man, 24, desires position. Systematic and hard worker. Six years head of checking and billing dept. Excellent references. New York preferred. Box 590.

BY COMMERCIAL ARTIST, THOROUGHLY COMPETENT TO TAKE
CHARGE OF ART DEPARTMENT
AND CO-OPERATE IN SALES PROMOTION. BOX 591.

TO ADVERTISING AGENCIES OR ADVERTISING MANAGERS

Proofreader, thoroughly understanding correct grammatical construction and typographic arrangements, desires making change. Satisfactory references. Box 584.

ADVERTISING MANAGER

Man with twelve years of experience in advertising and publicity work, who has prepared and laid out copy, written booklets and made dummies, bought printing and art work and planned campaigns, is going to get a position as Advertising Manager, preferably of a wholesale firm. Are you the firm? Is now employed and must give a month's notice. Reply: Confidential, care Medley Scovil, Inc., 25 Pine street, New York.

Controls Accounts

Agency man, ten years' experience, now employed in executive capacity, wishes to connect with well-rated New York Agency, where ability and control of a number of Service accounts will mean a permanent connection. Address, "Accounts," Box 595.

Experienced Sales and Advertising Manager Open to Offer

Gentleman with over 16 years' experience as salesman, publisher and advertising manager, now employed, desires to make a change—with present employer over 12 years as advertising manager. Has technical education in electrical and mechanical lines. Familiar with advertising and merchandising through dealers and direct to consumers. Experienced in farm paper, trade and magazine advertising, preparation of copy, dealer helps, catalogues, sales plans and consumer follow-ups. Practical, progressive ideas with energy, loyalty and ability to carry them through. Executive and diplomatic ability. \$5000.00 yearly salary, or drawing account, with opportunity of earning more on bonus or commission basis. Address: H. F. D., Room 1501 Monadnock Block, Chicago, Ill.

Want new connection, inside or outside, where I can "cash in" four years' successful selling and traveling experience. My experience and knowledge of existing conditions as affected by advertising and merchandising through having sold an advertising and merchandising proposition in every state and nearly every town in the country will prove valuable. Previous experience embodies nine years retail in N. Y. Box 579.

I WANT TO LOCATE WITH AN ORGANIZATION IN A SELLING CAPACITY. NEVER SOLD MERCHANDISE, BUT FOR SEVEN years have successfully executed the duties of technical position now holding. 26 years old. College training. Box 593.

TECHNICAL

I seek a position as Assistant to Sales Manager of Company selling to engineers, contractors, plant superintendents, etc. Have had little actual selling experience. Graduate engineer; past eight years, technical editor, advertising writer, executive. Now employed. Salary \$3,000. Box 575.

Wanted: A Bigger Opportunity

Here's a thoroughly competent sales or advertising executive, possessing ten years' experience in road selling and advertising who knows how to make money for a manufacturer.

He is strictly a manufacturer's man—a merchandiser—a man who can render real co-operation to the boys in the field—who can get the greatest results out of the advertising agency—an experienced buyer of paper, printing and engraving—a good copywriter and layout man—brimful of level-headed ideas—an analyst—an organizer—a systematizer.

He's been with his present job as advertising manager for five years. Started the department. Built it up to a \$50,000 appropriation for 1917. Work is highly satisfactory—reasons for changing excellent.

He is interested now in locating the opportunity which will enable him to become part of a growing business, where his income will be based on his power to produce and where there are real prospects for climbing.

Such a man will naturally not leave a job he's made to pay him \$3000 for less. Age 29—has a family—excellent health and a clear brain. Decidedly worthwhile investigating. Address E. C. P., Room 1112, Brooks Bldg., Chicago.

PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable bureau. Write for circular and terms.

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The Best Short Stories of 1916

Edward J. O'Brien, in the "Boston Evening Transcript" of January 6, 1917, and in his book "The Best Short Stories of 1916 and The Year Book of the American Short Story," published by Small, Maynard and Company, Boston, awards to Scribner's Magazine first place for the third consecutive year.

Scribner's Magazine leads in the quality of its Short Stories for the third consecutive year.

In order of precedence, based on the percentage of stories of *distinctive merit* published during

1916, Scribner's Magazine ranked *first* with 80%

1915, Scribner's Magazine ranked *first* with 71%

1914, Scribner's Magazine ranked *first* with 58%

Edward J. O'Brien, in the "Boston Transcript" of last Saturday (January 6, 1917), and "The Best Short Stories of 1916 and The Year Book of the American Short Story," published by Small, Maynard and Co., Boston, says:

"I subjoin a list of such magazines as have published over twenty-five short stories during the past year and have attained an average of over 15 per cent in the number of stories of distinction printed. In order of precedence based on these percentages, the magazines rank as follows:"

1. Scribner's Magazine	80%
2. Century	76
3. Harper's Magazine	68
4. Bellman	68
5. Masses	66
6. Everybody's Magazine	64
7. Metropolitan Magazine	58
8. American Magazine	48
9. Pictorial Review	39
10. Collier's Weekly	34
11. Life	34
12. Ladies' Home Journal	33
13. Delineator	33
14. Southern Woman's Magazine	33
15. Every Week	29
16. Sunset Magazine	26
17. Saturday Evening Post	24
18. Illustrated Sunday Magazine	23
19. Woman's Home Companion	21
20. McClure's Magazine	20
21. McBride's Magazine	19
22. American Sunday Magazine	18

One Year—1916

THE CHICAGO TRIBUNE printed 54,974.66 columns of advertising in the year 1916.

This was a gain of 9,088.11 columns over 1915, the biggest previous year.

This volume was 4,208.43 columns more than was printed by the other Chicago morning and Sunday papers *combined*.

It was also 12,944.37 columns more than was printed by the first Chicago afternoon paper.

THE CHICAGO TRIBUNE'S gain in 1916 over its biggest previous year was the largest gain ever made in one year by any Chicago newspaper.

This gain was 2,874.83 columns more than the *combined* gain of the other Chicago morning and Sunday papers.

It was also 306.90 columns more than the *combined* gain of *all* the Chicago evening papers.

The Chicago Tribune

The World's Greatest Newspaper

(Trade-mark Registered)

Circulation over $\begin{matrix} 600,000 \\ 500,000 \text{ Sunday} \\ 350,000 \\ 300,000 \text{ Daily} \end{matrix}$

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City
Pacific Coast Advertising Office: 742 Market Street, San Francisco